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ABSTRACT

A comparative analysis of two surveys conducted in May 1971 and November 1971 to gather information on the attitudes of young male civilians (between 16-21 years) towards the military service is presented. Information was collected through interviews with 2,845 individuals in May and 1,960 individuals in November. The results of the surveys are presented for the following areas: (1) career goals--both surveys revealed that the most important occupational goals were pay and secure/steady employment; (2) global assessment of military service--an improvement in attitudes was revealed in the November survey; (3) image--no substantial changes in the image of the various Services was determined; (4) the active enlisted force--both surveys revealed that younger men were most likely to plan enlistment; (5) the active officer force--the November survey revealed a willingness among college juniors and seniors to volunteer as officers; (6) the Reserves/National Guard--a favorable reaction to join was evidenced in both surveys; (7) alternative concepts in military service--both surveys supported an all-volunteer military service; and (8) exposure to the military--both surveys revealed substantial exposure to the military service by respondents. Sample interview procedures and a discussion of the tolerance limits of the results are appended. (Author/EC)

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ATTITUDES OF YOUTH TOWARD MILITARY SERVICE:

A Comparison of Results of National Surveys Conducted in May 1971 and November 1971

Prepared for
Office of the Assistant Secretary of Defense
(Manpower and Reserve Affairs)

CONSULTING REPORT
CR-D7-72-16

April 1972

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New York, New York 10022

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Preface

This Consulting Report covers two surveys of civilian youth conducted for the Department of Defense by Gilbert Youth Research, Inc. Interviews and tabulations were performed by Gilbert Youth Research. Analyses of the tabulations were accomplished by the Human Resources Research Organization (HumRRO) at the request of the Department of Defense.

The report was prepared by Dr. Allan H. Fisher, Jr. of HumRRO Division No. 7 (Social Science). Dr. Arthur J. Hoehn is Director of the Division. The HumRRO effort was conducted for the Directorate for Manpower Research in the Office of the Assistant Secretary of Defense (Manpower and Reserve Affairs). The effort was supported under Work Unit YOUTH SURVEY.

This report is the second in a series of reports on the attitudes of youth. The first report dealt with the May 1971 survey findings and was entitled, "Attitudes of Youth Toward Military Service: Results of a National Survey Conducted in May 1971," Human Resources Research Organization, October 1971.

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ATTITUDES OF YOUTH TOWARD MILITARY SERVICE:

A Comparison of Results of National Surveys Conducted in May 1971 and November 1971

INTRODUCTION

A national survey of civilian youth was designed in early 1971 to aid in determining the following information about American youth:

(1) Their potential for voluntary enlistment in the Regular and Reserve military forces in a draft-free environment.

(2) Their factual knowledge and perceptions of the Regular and Reserve forces.

(3) Their reactions to enlistment incentives, benefits, compensation, and options or conditions of Service.

(4) Their enlistment propensity in terms of demographic characteristics, socio-economic background and educational/occupational status, achievements, and interests.

The survey was conceived as part of a systematic effort by the Department of Defense to study the enlistment motivation and attitudes toward employment and education held by American youth. Through a continuing program of research, valuable information can be accumulated on attitudes toward military service and related topics. The commitment to continued research promises to improve the quality of data on these topics, as well as to assure continued availability of data necessary to appraise the reactions of youth to events and program modifications that impact on attitudes toward military service. In an historic sense, accumulative information provides a perspective on youth's responses to previous events and alternative programs.

This report provides information about the motivations and predispositions of contemporary American civilian youth as elicited in two independent surveys. The surveys, conducted in May 1971 and November 1971, encompass a six-month period during which the following major events transpired: (a) draft calls were lowered, (b) the troop level in Vietnam was reduced, and (c) the Army initiated an advertising campaign to announce the increased pay allowance to servicemen.[1]

Results derive from two nationwide samples of young male civilians, ages 16 through 21, who expressed their opinions on these topics through the mechanism of personal

[1] The Army publicized the pay increase in a campaign with two major announcements on 18 November and 24 November 1971. All interviews in the November 1971 Survey were initiated *after* 18 November, hence all respondents had the opportunity to become aware of the pay increase.

interviews. This report compares and contrasts the reactions of youth to key topics and programs of military service in May 1971 and in November 1971. Interpretations of the findings should be qualified by the fact that the study population excludes a substantial proportion of men in the age group—that is, those men who have entered the military service.

Findings from this research provide a continuing vehicle for monitoring the attitudes of youth. Each successive replication of the survey permits the assessment of changes in attitudes toward the Service that may result from youth's reactions to new programs and events. Such information is vital to the Department of Defense in evaluating policy and planning optimum manpower recruitment and procurement programs.

DESCRIPTION OF THE SURVEYS

The surveys were conducted by Gilbert Youth Research, Inc. of New York City. The two study samples were drawn from a national probability sample of youth composed of a master primary sample of resident college students, a master sample of the general population (other than college residents) used to reach youth living at home, and a special high school sample.[1] Gilbert Youth Research employs peer interviewers in conjunction with local supervision to increase the likelihood of valid responses. A systematic program of interview verification is used to ensure data quality.

Both surveys employed personal interviews conducted with national probability samples of young male civilians, aged 16 through 21. Two independent samples were interviewed, with the May 1971 sample including 2,845 cases, and the November 1971 sample including 1,960 cases. To ensure representative populations of civilian youth, no excluding criteria were applied.

The age composition of the two surveys is given below.

	AGE COMPOSITION	
Age Category	May 1971	November 1971
16-17 years	38.7%	38.6%
18-19 years	34.5%	34.4%
20-21 years	26.8%	27.1%

[1] See *Modern Sampling Doctrine: Master Probability Sample of Young People*, Gilbert Marketing Group, Inc., Marketmath, Inc., 1969. Selected details of the November 1971 survey appear in Appendix A.

Other demographic characteristics of the two surveys are compared below.

MAJOR DEMOGRAPHIC CHARACTERISTICS

	May 1971		November 1971	
White	91%		93%	
Single	94%		93%	
In school	69%	41% HS 28% Coll	67%	41% HS 26% Coll
Education of parents (father, high school graduate or above)	71%		70%	
Middle class (family income $8,000-$20,000)	42%		40%	
Residents of a metropolitan area	79%	51% large 28% small	81%	43% large 38% small

The two samples are remarkably similar in demographic composition. Hence, trend comparisons on major study parameters appear justified.

Identical questionnaires were used in the May and November interview phases, except for the addition in the November questionnaire of a new item on willingness to join as an officer. Sample responses were weighted to the national population of civilian youth, by geographic region, and by age within school status.[1]

SUMMARY

Career Objectives

In the November 1971 survey, the most important occupational goals for youth were *pay* (17%) and *secure/steady employment* (20%). These results agree with the findings of the May 1971 survey. (See Table I-1.) In both surveys, more non-whites cited pay as an important goal than did whites. (See Table I-2.) While pay was cited as equally important in a current job and in a job five years from now, youth gave greater importance five years from now to work which offers security and good retirement benefits. (See Table I-5.) This finding held in both surveys.

In both May and November, the military service was seen by a substantial percentage of youth as offering a secure/steady job. (See Table I-3.) However, in both surveys, only 4% of youth cited the military service as offering a better opportunity to make a lot of money than a job in civilian life. (See Table I-3.) The military tended to be cited for providing *adventure/excitement* or *recognition/status* (see Table I-3); however, these goals held minimal importance to youth as career objectives in both surveys (see Table I-1).

[1] See Appendix B for information on the interpretation of sample data.

Attitudes Toward the Military Service

There was a slight improvement in the attitudes of youth toward military service in the November 1971 survey compared with the May 1971 survey. A smaller percentage reported that personal considerations would deter them from enlisting. (See graph, p. 23.) The percentage stating that "nothing would induce them to enlist" also was smaller. (See graph, p. 25.)

However, in spite of this improvement, a negative attitude toward military service was still held by a substantial percentage of American youth—largely because military service is perceived as interfering with the freedom/life style of youth. (See Table II-1.)

The All-Volunteer Force

American youth overwhelmingly endorsed the concept of an *all-volunteer military service* in both the May 1971 and November 1971 surveys. During a peacetime condition, over 80% would prefer this approach to military service. Conversely, only about 15% would prefer the present draft system during peacetime. (See Table VII-1.)

Service Preference

In the November 1971 survey, the Air Force (36%) and the Navy (24%) were nominated as the best overall Services by the *total sample* in each survey. (See Section III, page 42.) The Army, Marine Corps, and Coast Guard were selected by 7%-9% each, in both the May 1971 and November 1971 surveys.

However, among only those *men who expect to enlist* for active service as a Regular, the Air Force (33%) remains the preferred or expected branch, but the Navy draws more support (29%) in the second survey, as does the Army (21%). The extent of preference for the Marine Corps (11%) and Coast Guard (6%) is about the same. (See Section IV, page 64.) The order of Service preference remained the same in November 1971 as it was in May 1971, although there were slight shifts in the percentages who cited the major services.

Among only those men who say they would enlist if there were *no draft*, the Navy (25%) was the preferred Service in November 1971, whereas the Air Force (30%) was most preferred in May 1971. (See Section IV, page 65.)

The *image* of the Services does not appear to have changed appreciably from May 1971 to November 1971. (Compare Tables III-1 and III-2.)

Enlistment Incentives

A *fully paid college education* was the most preferred potential enlistment incentive in both surveys. (See Table IV-20.) However, its appeal appeared limited among the sons of families under $8,000 annual income. (See Table IV-22.)

Current incentives to enlistment endorsed in both surveys include (a) *choice of branch of service*, (b) *travel, excitement, and new experiences*, and (c) *learning a skill or trade valuable in civilian life*. (See Table IV-23.)

Enlisted Potential

In the November 1971 survey, 15% of youth said that they would enlist for active service as a Regular, given the present (draft) conditions. This compares with 13% in the May 1971 survey. (See Section IV, page 45.) Given an assumed *no draft* condition, 12% said they would enlist as a Regular in the November 1971 survey, compared to 11% in the May 1971 survey. (See Section IV, page 45.) However, only 4%-5% expected to enlist in the next year, in both surveys. (See Table IV-6.)

Both surveys revealed consistent, substantial differences in enlistment potential by educational status. In both, the enlistment potential among high school students was about 20%. However, the enlistment rate for college students was 5% in both surveys, and the enlistment rate for youth no longer in school was 7% in the November 1971 survey, compared to 5% in the May 1971 survey. (See Table IV-4 for November 1971 results.)

Officer Potential

In the November 1971 survey, college juniors and seniors were asked to indicate the likelihood of their enlistment as a regular officer (assuming no draft). Approximately 13% indicated that they would volunteer as an officer in the active service. (See Table V-1.)

Reserve or National Guard Potential

In the November 1971 survey, some 21% of the total sample indicated that they might join the Reserves or National Guard (assuming the present draft), whereas in the May 1971 survey, some 28% claimed they might join. (See Section VI, page 92.) However, only 10% in each survey said they would join, assuming *no draft*. (See Section VI, page 92.) In both surveys, more non-whites than whites said they would join the Reserves or National Guard, in a no-draft environment. (See Tables VI-1 and VI-2.)

Educational benefits and *training in skills applicable to civilian life* were major inducements to affiliation in both surveys, as was *draft avoidance*. (See Table VI-6.) Together with *increased educational benefits*, a *shorter period of initial active duty training* was a strong potential incentive to affiliation, under both draft conditions and assumed no-draft conditions. (See Tables VI-8 and VI-9.)

Media Influence

In both surveys, the majority of youth reported exposure to military recruiting information through such media as television, posters, and magazines/newspapers. A slight decline in radio and TV exposure was noted. (See Table VIII-5.)

Television continues to emerge as the most influential of these media by virtue of mass exposure (74% exposed to TV, in the November 1971 survey). However, only 51% of those reporting TV exposure regard the information about military opportunities obtained from TV to be adequate. (See Table VIII-8.)

Recruiter Influence

In each survey, youth attributed considerable enlistment influence to the *recruiter in person*. The recruiter did *not* enjoy the mass exposure of TV, with only 31% of youth reporting personal contact with a recruiter in both surveys. However, the information provided by the recruiter was reported to be adequate by approximately 70% of those in contact. (See Table VIII-8.) For this reason, the recruiter emerged as the most effective force in influencing an enlistment decision. In the November 1971 survey, the recruiter was reported as more effective than television, in this regard. (See Table VIII-9.)

Results in Detail

I

I. Career Goals and Their Fulfillment

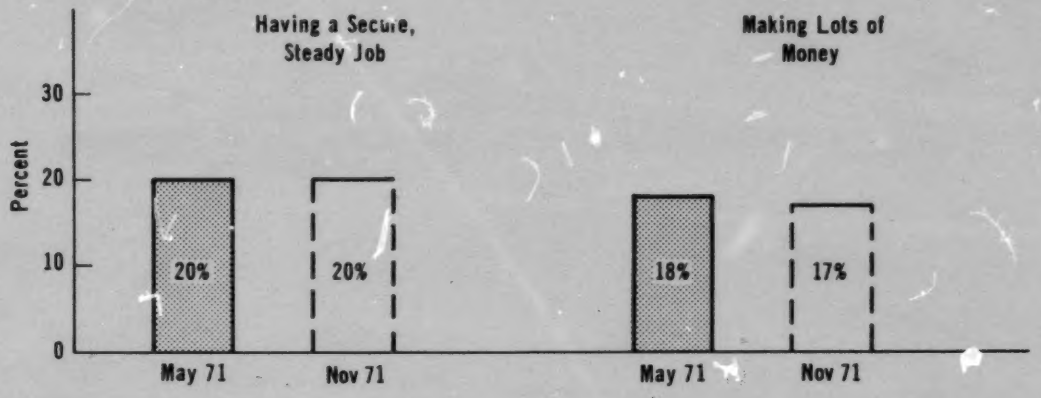
Both the May 1971 and the November 1971 surveys indicate that youth attaches major importance to the achievement of career goals such as secure/steady work, and financial reward. Interest in pay is expressed both in terms of a present job, and in the type of work desired five years hence. In contrast, interest in stable employment is perceived as becoming increasingly important to youth five years from now but less important at present.

A substantial percentage of youth believe that secure/steady work can be obtained in the military service, and the extent of this opinion remained relatively constant in the May and November 1971 surveys. In both surveys, good pay was not perceived to be as attainable in the service as it is in civilian life. On this global question, the narrowing gap between military and civilian pay opportunities was not reflected in the two surveys conducted in May 1971 and November 1971.

CAREER GOALS OF YOUTH

In both surveys, each respondent was provided with a list of statements about aims in life, and was asked to indicate the three he considered most important. In both surveys, having a *secure, steady job* emerged as the most important goal in an absolute sense. Also ranked high by many respondents was the attainment of financial success—that is, *making lots of money*. No other life goal was ranked first by as many as 15% of the respondents.

Most Important Life Aims



The percent of respondents who selected each goal as most important in each survey is reported in Table I-1 for comparison.

There were few changes of any consequence in youth goals between the May 1971 and November 1971 surveys. With youthful unemployment a current topic, greater interest in stable, secure work might have been anticipated but there was no evidence of an increase in the importance of this goal. Further, even with the publicity accorded inflation, there was negligible change in the importance accorded income by the May 1971 and November 1971 samples. The only change of more than 2% occurred on the item *working for a better society*, where 14% endorsed the item in May 1971 and only 11% endorsed the item in November 1971.

Table I-1

Most Important of Life Aims

Statements of Aims in Life	Percent First Rank	
	May 71	Nov 71
Having a secure, steady job	20	20
Making lots of money	18	17
Working for a better society	14	11
Learning as much as I can	12	12
Being able to do what I want in a job	11	13
Helping other people	11	11
Doing challenging work	7	8
Adventure/Excitement	5	7
Recognition/Status	1	1
Raising my own social level	1	1
	100	100

The demographic correlates of life goals remained relatively stable between the two surveys. In both May 1971 and November 1971, the following relationships were found.

- *Having a secure, steady job* was most important to younger men.
- *Making lots of money* was cited more by non-whites than by whites.
- *Working for a better society* drew minor support from all demographic categories.
- *Being able to do what I want to do in a job* was endorsed more by college students than by high school students or non-students. This goal was also cited more frequently by residents of the West than by residents of other geographic areas.
- *Doing challenging work* and *adventure/excitement* were more preferred goals for whites than for non-whites, although the percentage differences were minor.

Table I-2 presents demographic correlates for selected life goals, with results based on the most recent (November 1971) survey.[1]

[1] For comparison with May 1971 results, see the table on page I-5 of the initial report in this series.

Correlates of Most Important Life Goals

(Selected Life Goals Only)

"Please look at this card of statements and tell me the three most important statements which describe your aim in life, the first most important, the second most important, and the third most important."

	Percent Choosing As Most Important						
	Having a Secure, Steady Job	Making Lots of Money	Working for a Better Society	Learning as Much as I Can	Being Able to Do What I Want	Doing Challenging Work	Adventure/ Excitement
Total (16-21)	20	17	11	12	13	8	7
Age							
16-17 years	21	21	9	10	13	6	7
18-19 years	21	15	12	10	12	8	8
20-21 years	16	12	11	16	12	10	7
Race							
White	20	16	10	12	13	8	7
Non-White	14	31	14	11	10	3	5
Education Status							
HS Student	23	21	9	10	13	6	6
College Student	14	11	11	12	17	10	6
Non-Student	20	16	12	13	9	8	9
City Size							
Large Metropolitan	19	18	11	11	11	8	7
Small Metropolitan	20	17	11	13	14	6	6
Non-Metropolitan	20	15	7	11	14	10	9
Geographic Area							
Northeast	20	20	10	11	13	6	7
North Central	19	13	12	10	14	9	7
South	23	19	10	10	9	9	7
West	15	14	9	19	15	6	8

ACCOMPLISHMENT OF CAREER GOALS IN THE MILITARY SERVICE

After each respondent's career goals were recorded, he was asked to specify whether he thought each goal could be better achieved in the military service or in civilian life. Table I-3 reports the percent who thought the military service offered the better opportunity to achieve each goal. Results are given for both the May 1971 and November 1971 administrations.

Table I-3

Potential for Achieving Career Goals in the Military Service

Career Goals	Percent Expecting Better Achievement in Military	
	May 71	Nov 71
Having a secure, steady job	35	42
Making lots of money	4	4
Working for a better society	13	11
Learning as much as I can	17	19
Being able to do what I want in a job	4	4
Helping other people	18	22
Doing challenging work	22	25
Adventure/Excitement	39	42
Recognition/Status	37	35
Raising my own social level	10	10

In both surveys, the single most important goal, *having a secure, steady job*, was highly endorsed as possible to achieve in the military service. The rate of endorsement was slightly higher in November 1971 than in May 1971.

Another major life goal, *making lots of money*, is not seen as attainable in the Service. In May 1971, only 4% said that this goal could be better accomplished in the military; in November 1971, this opinion was still voiced by 4%. In mid-November 1971, the Army initiated a major advertising campaign to announce the military pay increase. These data suggest that this campaign had thus far had no effect in altering the attitudes of civilian youth about pay opportunities in the Service. However, it should be recalled that men who have joined the Service are *not* included in these surveys, hence the total effect of the pay announcement cannot be evaluated solely from the results of surveys of civilian youth.

Adventure/excitement remain goals that youth believe could be achieved in the service, as are *recognition/status*. Unfortunately, as previously noted, none of these goals received much endorsement for importance.

In general, the opinions of youth regarding the ability of the military service to provide opportunities for the accomplishment of certain career goals of youth remained much the same in the May 1971 and November 1971 surveys.

There were demographic variations in the rate of endorsement of the military service as offering the opportunity for accomplishment of career goals. Selected for analyses are the goals of (a) *stable/steady employment*, (b) *pay*, and (c) *adventure/excitement*. Results on the November 1971 survey are given in Table I-4.[1]

Between May 1971 and November 1971, an increase of 5% was noted in those who felt that the most important life goal, *a secure, steady job*, could be better achieved in the service. This goal was believed attainable in the service by college students more than by high school students or youth out of school. There was no change in the high school student rate from May 1971, but both the college and the non-student groups contributed to the overall 5% increase in endorsement observed between May and November. In both surveys, whites were more likely than non-whites to believe that a secure, steady job could be attained in service.

Another major life goal, *making lots of money*, was not seen as attainable in the service. In both the May 1971 and the November 1971 surveys, only 4% believed this goal could be better accomplished in the military. However, non-whites tend to consider it possible more than whites do, a result that is consistent with the racial difference in support of this career goal. This race difference was also noted in the May 1971 survey.

In both surveys, *adventure/excitement* was most cited by 16-17-year-olds and high school students as attainable in the military.

[1] For May 1971 results, see the table on page I-8 of the initial report in this series.

Table I-4 **November 1971 Data**

Probability of Achieving Career Goals in the Military Service

(Selected Career Goals)

"Where do you think you would be better off for achieving these life or career goals . . . in the military service or in civilian life?"

	Percent Expecting Better Achievement in Military		
	Secure, Steady Job[a]	Making Lots of Money[a]	Adventure/ Excitement
Total (16-21)	42	4	42
Age			
16-17 years	41	4	49
18-19 years	43	4	40
20-21 years	43	3	35
Race			
White	44	3	42
Non-White	24	7	42
Education Status			
HS Student	41	5	51
College Student	48	2	34
Non-Student	40	3	39
City Size			
Large Metropolitan	43	4	41
Small Metropolitan	43	4	44
Non-Metropolitan	39	3	41
Geographic Area			
Northeast	40	4	41
North Central	39	3	42
South	46	3	47
West	45	4	37

[a]Most important career goals.

LONG-TERM GOALS VERSUS IMMEDIATE GOALS

In both surveys, *money* and *secure, steady employment* emerged as important, immediate career goals of youth. It is interesting to note the shifts in career motivations anticipated by contemporary American youth when these goals are appraised for future importance.

Each respondent was asked what type of work most interests him at present, and the type of work he thought would most interest him five years from now. Table I-5 reports the results and the anticipated shifts in work preference for the November 1971 survey.[1]

Table I-5 **November 1971 Data**

Most Interesting Work: Now and Five Years Hence

Type of Work	Percent Interested		
	Now	In 5 years	Difference
Work that offers me security and good retirement benefits	9	25	+16
Work that gives me a chance to be my own boss	13	17	+4
Work that assures me a good income (pay)	21	21	0
Work that takes care of all my needs	16	15	−1
Work that allows me freedom of movement from place to place	12	7	−5
Work that allows me to be outdoors	13	6	−7
Work that offers adventure/excitement	14	7	−7
Some other type of work	3	3	0
	101	101	

In both surveys, good income (pay) was regarded as equally important now and five years from now.

Work offering security and retirement benefits was judged to be far less "interesting" now compared to five years hence. This result appeared in both the May 1971 and November 1971 surveys. These findings are noteworthy, since steady, secure employment is not only judged important by youth, but attainable in the military service as well.

The anticipated decline over time in interest in work offering adventure/excitement is noteworthy, since these are job characteristics viewed as attainable in the military service.

[1] For May 1971 results, see the table on page I-9 of the initial report in this series.

II. Global Assessment of Military Service

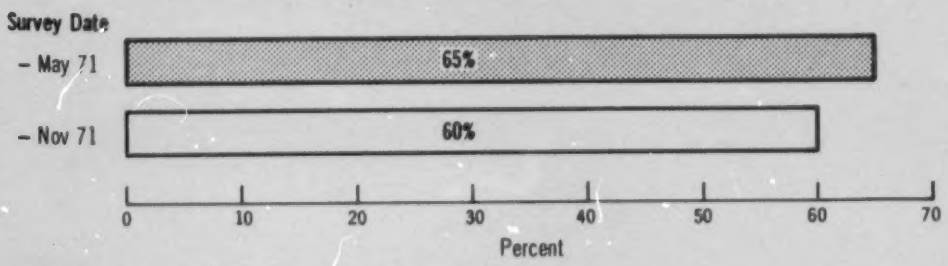
II

A variety of items queried the attitudes of American youth toward military service in general. Acceptance of the military was couched in terms of incentives for enlistment, and deterrents to enlistment. Although more than half of each sample reported that personal considerations deterred them from entering military service, there was some noticeable improvement in attitudes toward military service in the November 1971 survey compared with the May 1971 survey.

EXTENT TO WHICH PERSONAL CONSIDERATIONS DETER ENLISTMENT IN THE ACTIVE FORCE

In each survey, each respondent was asked whether he had any personal considerations which would strongly deter him from voluntarily enlisting. Results are shown below for the two surveys.

Percent Deterred From Enlistment by Personal Considerations



Youth were somewhat less negative about enlistment in November 1971 than they were in May 1971. This finding is not altogether surprising, since U.S. involvement in Vietnam decreased over this period, and draft calls were quite low.

In spite of a favorable shift in attitudes, it is important to recognize that the majority of American youth still feel deterred from enlistment. Reasons for this deterrence are explored subsequently.

REASONS FOR DETERRENCE

The previous page reports that the majority of each sample stated that personal considerations would strongly deter their enlisting. In each survey, these respondents were then asked to indicate which of several statements best described their reason for not joining a military service. Results for the two surveys appear in Table II-1.

Table II-1

Reasons for Not Voluntarily Enlisting

	Percent Giving Reason	
	May 71	Nov 71
I wouldn't want to relinquish my freedom to do as I please	21	23
I don't believe in war or a military establishment	32	30
In the military, I could not live the style of life I want for myself	24	23
I would be afraid of getting injured or killed	15	16
All other reasons	8	8
	100	100

In both surveys, the principal reason cited for not enlisting was antagonism toward war or the military establishment. However, there was also a strong theme of individualism—that is, these youth were reluctant to surrender their freedom or way of life. Reported fear of injury or death was less common, and was equivalent in May 1971 and November 1971.

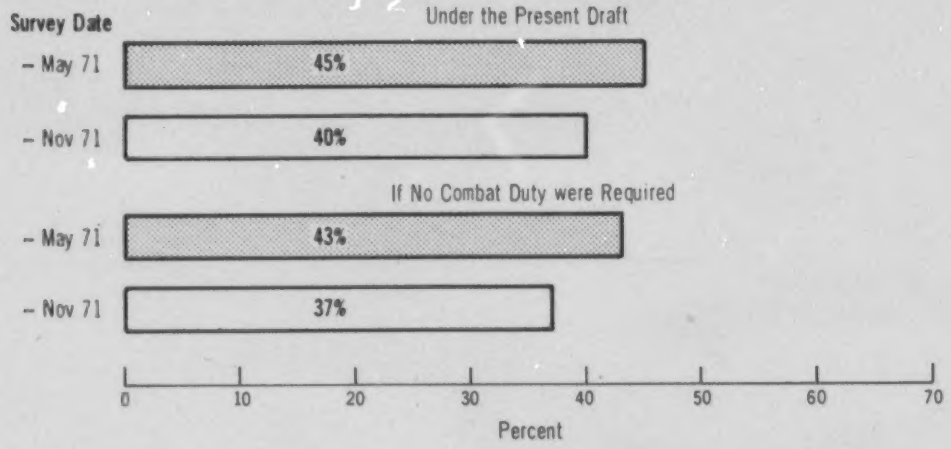
WILLINGNESS TO STIPULATE INDUCEMENTS TO ENLISTMENT

In each survey, respondents were asked to state, in their own words, what inducements would cause them to enlist—

- Under the present draft status[1] (assuming the draft law is extended), and
- If they did *not* have to serve in a combat area.

Below are shown the rates of mention of the most frequent answer to each question—that "nothing" would induce the respondent to enlist.

Percent Who State That Nothing Would Induce Them to Enlist



There was an appreciable, favorable shift between May 1971 and November 1971 in the attitudes of youth toward enlistment in military service.

Demographic correlates of the negative response are given in Tables II-2 and II-3.

[1] The draft was in effect at the time of the interviews.

25

Table II-2

Statement That Nothing Would Serve as an Inducement to Enlistment
(Assuming a Draft)

"What, if anything, would induce you to enlist in the military service under present draft status (assuming the draft law is extended)?"

	Percent Answering "Nothing"	
	May 71	Nov 71
Total (16-21)	45	40
Age		
16-17 years	38	34
18-19 years	49	41
20-21 years	51	46
Race		
White	45	39
Non-White	44	49
Education Status		
HS student	37	36
College student	45	37
Non-student	57	47
City Size		
Large Metropolitan	51	44
Small Metropolitan	39	37
Non-Metropolitan	40	36
Geographic Area		
Northeast	63	43
North Central	38	44
South	44	37
West	36	38

Table II-3

Statement That Nothing Would Serve as an Inducement to Enlistment
(Assuming No Combat Area Exposure)

"What, if anything, would induce you to enlist if you did not have to serve in a combat area?"

	Percent Answering "Nothing"	
	May 71	Nov 71
Total (16-21)	43	37
Age		
16-17 years	34	30
18-19 years	46	39
20-21 years	51	42
Race		
White	42	36
Non-White	47	40
Education Status		
HS Student	32	31
College student	43	35
Non-student	56	44
City Size		
Large Metropolitan	50	41
Small Metropolitan	36	35
Non-Metropolitan	34	29
Geographic Area		
Northeast	60	39
North Central	39	40
South	37	30
West	36	39

26

In both surveys, resistance to enlistment was noted among members of certain youth subgroups. The following relationships are noted under both inducement conditions (draft/no combat).

- In terms of age, there is more negative reaction among the older group (20-21 years), and less among the young (16-17 years).
- In terms of current educational status, non-students were more negative toward military service than were college students. The most favorable response came from high school students.
- Youth residing in large metropolitan areas were more negative toward enlistment.

In contrast with the May 1971 survey, results of the November 1971 survey indicated:

- In terms of race, non-whites were more negative toward military service than whites.
- Residents of the Northeast region were not appreciably more negative toward military service than residents of other areas.

In terms of shifts in favorableness toward the military, the major differences are noted among the older youth and the college student and non-student groups—with each group becoming more favorable. However, in spite of these shifts, the high school student group and 16-17-year-olds remain the most favorable toward military service.

ACCEPTANCE OF SPECIFIED INDUCEMENTS TO ENLISTMENT IN A COMBAT BRANCH

A special case of enlistment involves the recruitment of men for service in combat branches (e.g., the infantry, or armored, artillery, signal, or engineer corps). In both surveys, respondents were presented a comprehensive list of active duty enlistment incentives and were asked which inducement would be most likely to cause enlistment in a combat-type branch of service. To this question, 45% of the May 1971 survey answered, "None"—that is, none of the alternative inducements would cause these young men to enlist. In the November replication, 37% said, "None."

In both surveys, negative responses were most often given by whites, by older respondents, and by college students or non-students. In terms of residence, youth living in large metropolitan areas were most negative in both surveys. However, there was less negativism reported by residents of the Northeast geographical region in the November 1971 sample than in May. Demographic data for both surveys appear in Table II-4.

Table II-4

Acceptance of Specified Inducements to Enlistment in a Combat Branch

"And which one incentive would *most* likely induce you to enlist in a combat type branch of the service, such as Armored, Artillery, Signal or Engineer Corps or the Infantry?"

	Percent Answering "None of these"	
	May 71	Nov 71
Total (16-21)	45	37
Age		
16-17 years	31	25
18-19 years	52	42
20-21 years	55	48
Race		
White	46	37
Non-White	33	35
Education Status		
HS student	33	26
College student	54	45
Non-student	52	45
City Size		
Large Metropolitan	51	40
Small Metropolitan	38	36
Non-Metropolitan	36	33
Geographic Area		
Northeast	71	41
North Central	40	38
South	34	31
West	35	40

III. Image: An Approach to Measuring Youth Acceptance and Assessment of Each of the Armed Forces

III

The *image* of the various Services was probed in a comprehensive series of questions. The various Services have definitive characteristics in the opinion of American youth. The Air Force and Navy are most favorably perceived. The Army is accorded less favorable citation, and is selected as best overall at about the same rate as the Marine Corps and Coast Guard. There do not appear to have been substantial changes in the image of the various Services between May 1971 and November 1971.

SERVICE IMAGE: PERSONNEL POLICIES/BENEFITS

Each youth sample was asked to evaluate the Army, Navy, Air Force, Marine Corps, and Coast Guard in terms of which was best described by each of several statements ("image"). Factors presented to each respondent for his selection were the following:

Statements Presented for Service Attribution

- Best pay
- Best chance to prove oneself a man
- Best living conditions for families of servicemen
- Best chance to get ahead in a career
- Best chance to learn new and useful skills
- Best chance to use one's skills and abilities
- Most opportunity for travel in foreign countries
- Most attractive uniform
- Most exciting life

In the May 1971 survey, the Air Force was cited for *best pay, family living conditions, chance to get ahead in a career,* and *chance to learn new and useful skills.* The Navy was cited as offering the *most opportunity for foreign travel* and the *most exciting life.* The Marine Corps offered the *best chance to prove oneself a man,* and the *most attractive uniform.* The Army was not cited as "best described" by any of these statements. The highest rate of Army citation occurred for the statement *best chance to use one's skills or abilities* (15%); however, more respondents selected the Air Force (24%) and Navy (20%) on this characteristic. Table III-1 summarizes results for the May 1971 survey.

At the approximate time of the November 1971 survey, the Army initiated an extensive campaign to publicize the military pay increase. It is interesting to evaluate the reaction of civilian youth to the item on "best pay" when it was again asked in November 1971. Responses to the pay item and the other items appear in Table III-2.

The major finding in comparing May 1971 and November 1971 results is the extreme consistency of service image. In the November 1971 replication, the Air Force was again most cited for providing the *best family living conditions, chance to get ahead in a career,* and *chance to learn new and useful skills.* The Navy was again most cited as offering the *most opportunity for foreign travel.* The Marine Corps was again cited as offering the *best chance to prove oneself a man,* and for having the *most attractive*

Table III-1 **May 1971 Data**

Service Image: Personnel Benefits

Statement	Percent Choosing Service "Best Described" by Statement					
	Army	Navy	Air Force	Marine Corps	Coast Guard	No Difference
Best pay	5	11	33	7	2	42
Best chance to prove oneself a man	12	4	5	52	1	26
Best living conditions for families of servicemen	7	18	39	2	8	26
Best chance to get ahead in a career	10	19	38	4	2	27
Best chance to learn new and useful skills	13	23	32	3	2	27
Best chance to use one's skills and abilities	15	20	24	7	2	31
Most opportunity for travel in foreign countries	12	52	16	3	1	17
Most attractive uniform	3	22	14	28	3	30
Most exciting life	6	29	20	13	3	30

Table III-2 **November 1971 Data**

Service Image: Personnel Benefits

Statement	Percent Choosing Service "Best Described" by Statement					
	Army	Navy	Air Force	Marine Corps	Coast Guard	No Difference
Best pay	9	10	34	8	3	36
Best chance to prove oneself a man	10	4	8	55	1	23
Best living conditions for families of servicemen	9	16	40	3	9	24
Best chance to get ahead in a career	11	16	44	3	3	22
Best chance to learn new and useful skills	12	17	39	4	3	25
Best chance to use one's skills and abilities	13	16	32	7	2	30
Most opportunity for travel in foreign countries	14	48	18	4	1	14
Most attractive uniform	4	20	17	30	3	26
Most exciting life	6	24	25	13	3	29

uniform. The Army was not cited as "best described" by any of these statements. Even the *best pay* theme was most attributed to the Air Force (34%), not to the Army which had recently begun to advertise this theme (9%); however, Army mention did increase slightly from May 1971.

SERVICE IMAGE: HISTORY/RESPECT

In each survey, respondents were also asked to evaluate the armed services in terms of six additional characteristics:

Statements Provided for Service Attribution

- Tradition
- Prestige
- Glamor
- Having the best Commanding Officers
- Having the most capable men
- Most respected in the public eye

In the May 1971 survey, the Marine Corps was endorsed as the Service highest in *tradition* and *prestige*, and cited for having the *most capable men*. It was also selected as *most respected in the public eye*. The Air Force was equally selected with the Marine Corps as possessing *glamor*. While there was considerable "no difference" reaction to the statement about the *highest caliber of Commanding Officers*, the Marine Corps and Navy were most cited for this capability. The Army was not cited as "highest" on any of these characteristics. Table III-3 summarizes results for the May 1971 survey.

Another indication of the relative stability of service image is provided by comparison of the responses in the November 1971 survey to the above image from the May 1971 survey. Results for the November 1971 replication are given in Table III-4. In the November 1971 survey, the Marine Corps was again endorsed as the branch highest in *tradition* and *prestige* and cited for having the *most capable men*. It was again selected as *most respected in the public eye*. The Air Force and the Marine Corps again were equally selected as possessing *glamor*. There was still a considerable "no difference" reaction to the statement about the quality of Commanding Officers, with the Marine Corps again cited as best. Once again, the Army was not cited as "highest" on any of these characteristics.

The only shifts in image between May 1971 and November 1971 seem to reflect a slightly more favorable attitude toward the Marine Corps and a slightly less favorable attitude toward the Navy. However, these differences are 5% or less, on each characteristic.

These findings, in total, support the contention that service image is remarkably invariant over time. This conclusion in turn suggests that attempts to modify service image may require extensive effort. Indeed, service images may prove highly resistant to change.

Table III-3 **May 1971 Data**

Service Image: Respect

Statement	Percent Ranking Service as Highest					
	Army	Navy	Air Force	Marine Corps	Coast Guard	No Difference
Tradition	25	15	3	44	2	11
Prestige	11	14	16	42	1	16
Glamor	4	17	29	29	2	20
Having the best Commanding Officers	13	17	12	21	2	36
Having the most capable men	9	9	11	40	3	28
Most respected in the public eye	8	11	12	40	3	26

Table III-4 **November 1971 Data**

Service Image: Respect

Statement	Percent Ranking Service as Highest					
	Army	Navy	Air Force	Marine Corps	Coast Guard	No Difference
Tradition	24	15	3	47	1	10
Prestige	11	10	18	46	1	14
Glamor	4	17	29	31	2	17
Having the best Commanding Officers	14	14	14	24	3	31
Having the most capable men	8	6	13	45	2	26
Most respected in the public eye	9	7	16	43	4	22

INDUCEMENTS TO ENLISTMENT

Another approach to the assessment of service image involved the extent to which youth attribute important enlistment inducements to the various branches of the armed services.

As a first analysis, the relative importance of selected inducements to enlistment was appraised. Both youth samples were presented a list of potential inducements to enlistment, and each respondent was asked which feature(s) might induce him to enlist. The specified features and rates of response are shown in Table III-5 for the May 1971 and November 1971 surveys.

Table III-5

Features That Would Encourage Enlistment

	Percent Choosing Feature	
Inducements	May 71	Nov 71
Opportunity for travel	52	56
Skills training	35	39
Paid college education	48	51
Enrollment in officer's training program	20	21
Choice of assignment	41	41
Pay	21	23

From this list, *opportunity for travel* was the inducement most selected by youth in both surveys. Second in order was a *paid college education*, and third was *choice of assignment*. *Pay* was cited by only 21% in May 1971, and 23% in November 1971. There was no change of consequence in the magnitude of endorsement of these selected inducements between May 1971 and November 1971.

SERVICE-ATTRIBUTED INDUCEMENTS TO ENLISTMENT

Next, the extent to which these inducements were attributed to the various services was determined. Representatives of each youth sample who considered certain items as enlistment inducements were asked to state which of the services they thought was best for providing the specified inducement. Responses for the May 1971 sample are given in Table III-6.

In the May 1971 survey, the Navy was overwhelmingly cited as the best service in offering the *opportunity for travel. Paid college education* was attributed to the Navy and Air Force, with the Army also cited. The Navy and Air Force were selected as best in offering a *choice of assignment.* The Air Force was also cited for *pay* and for offering *officer's training program enrollment.* The Marine Corps and Coast Guard were not selected on any of these particular inducements.

In the November 1971 replication (Table III-7), the Navy was again overwhelmingly cited as the best Service for offering *opportunity for travel. Paid college education* was attributed to the Air Force, with the Army also cited. Again, the Navy and Air Force were selected as offering the best *choice of assignment.* The Air Force was again cited for *pay* and offering *officer's training program enrollment.* It is again noteworthy that the Army, which recently started to advertise the pay increase, did not as yet have this enlistment inducement attributed to it to the extent it was accorded the Air Force. However, the Army did appear to improve on the enlistment features of pay, choice of assignment, and officer's training program.

Table III-6 — May 1971 Data

Enlistment Inducements by Service

Feature That Would Encourage Enlistment	Overall Rate	Percent Considering This Service Best: Army	Navy	Air Force	Marine Corps	Coast Guard	No Difference
Opportunity for travel	52	9	63	17	2	1	9
Skills training	35	15	26	35	6	1	17
Paid college education	48	13	18	17	2	1	48
Enrollment in officer's training program	20	19	17	26	5	3	29
Choice of assignment	41	13	28	25	5	3	26
Pay	21	6	18	29	4	1	41

Table III-7 — November 1971 Data

Enlistment Inducements by Service

Feature That Would Encourage Enlistment	Overall Rate	Percent Considering This Service Best: Army	Navy	Air Force	Marine Corps	Coast Guard	No Difference
Opportunity for travel	56	9	58	22	2	2	8
Skills training	39	15	19	44	6	2	13
Paid college education	51	17	14	22	4	2	41
Enrollment in officer's training program	21	25	18	29	7	2	20
Choice of assignment	41	20	22	28	4	4	23
Pay	23	12	16	34	5	2	31

DETERRENTS TO ENLISTMENT

Another approach in assessment of Service image involves the extent to which conditions that function as deterrents to enlistment are attributed to each of the several Services.

As the first phase in exploration of this aspect, each respondent in the two surveys was asked to indicate which of a series of conditions might deter his enlistment. Responses to these options are shown in Table III-8 for the May 1971 and November 1971 surveys.

Table III-8

Conditions That Would Deter Men From Enlisting

	Percent Naming Deterrent	
Deterrent	May 71	Nov 71
Extended time away from home	49	41
High risk of injury	58	55
Strict discipline/training conditions	44	45
Poor living conditions for single Servicemen	33	33
Lack of career opportunities	30	29
Low level of associates	27	26
Insufficient pay on entering	42	37
Insufficient pay over a long career	33	31

In both surveys, the most frequently cited deterrent was *high risk of injury*. Over 50% of respondents in both surveys cited this deterrent. Also identified as major deterrents were *extended time away from home*, and *strict discipline/training conditions*. There was slightly less mention of insufficient pay on entry as a deterrent in November 1971, compared to May 1971.

It is interesting to note the general consistency between the two surveys in the rate of selection of these specified deterrents. The largest shift between surveys occurred for *extended time away from home*, with a decrease of 8% noted. A decrease in 5% was noted on the deterrent *insufficient pay on entering*.

SERVICE-ATTRIBUTED DETERRENTS TO ENLISTMENT

Respondents who considered conditions as deterrents to enlistment were then asked in which of the Services the listed deterrent was most likely to exist. Responses for each deterrent for the May 1971 survey are shown in Table III-9.

In the May 1971 survey, the Marine Corps was selected as the Service most likely to possess the conditions of *high risk of injury* and *strict discipline/training*. The Army and Navy were most cited as possessing the deterrent *extended time away from home*. The Army was also cited for *high risk of injury*. Relative to the other Services, the Army received high mention on all deterrents. The rates for the Navy (except for time away from home), Air Force, and Coast Guard were uniformly low, suggesting that the specified enlistment deterrents are not attributed to these branches.

As previously noted, deterrents were accorded essentially equivalent impact on the two surveys. It is interesting to compare the service attributions of these deterrents in November 1971 with the above results for May 1971. Results for the November 1971 survey are shown in Table III-10.

In the November 1971 replication, the Army and the Marine Corps were selected as Services most likely to possess the conditions of *high risk of injury*. The Marine Corps was most frequently cited for *strict discipline/training*. The Army and Navy were again cited as possessing the deterrent *extended time away from home*. The Army was again cited for low pay—both on entry and over a career. Relative to the other Services, the Army continues to receive high mention on almost all conditions which youth consider as deterrents to enlistment.

Table III-9 — May 1971 Data

Deterrent Conditions by Service

Conditions That Would Deter From Enlistment	Overall Rate	Percent Considering Condition Most Likely in This Service: Army	Navy	Air Force	Marine Corps	Coast Guard	No Difference
Extended time away from home	49	30	20	3	6	1	40
High risk of injury	58	43	1	2	35	<1	19
Strict discipline/training conditions	44	17	2	1	53	1	27
Poor living conditions for single servicemen	33	44	4	1	12	1	38
Lack of career opportunities	30	40	4	1	12	6	37
Low level of associates	27	40	2	1	18	3	34
Insufficient pay on entering	42	32	2	3	4	2	56
Insufficient pay over a long career	33	31	2	3	5	3	55

Table III-10 — November 1971 Data

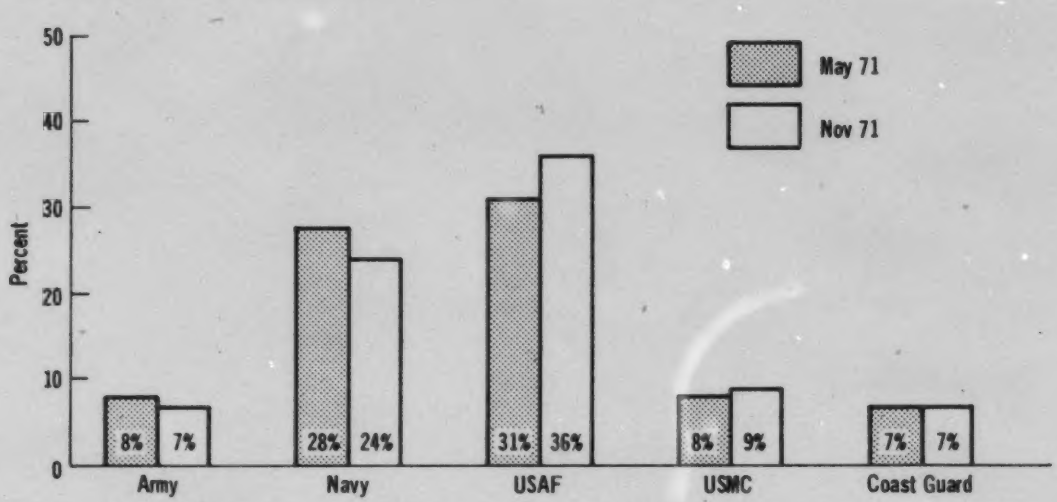
Deterrent Conditions by Service

Conditions That Would Deter From Enlistment	Overall Rate	Percent Considering Condition Most Likely in This Service: Army	Navy	Air Force	Marine Corps	Coast Guard	No Difference
Extended time away from home	41	28	26	5	10	1	30
High risk of injury	55	42	1	3	40	<1	14
Strict discipline/training conditions	45	10	2	2	70	<1	16
Poor living conditions for single servicemen	33	49	6	2	15	2	26
Lack of career opportunities	29	35	5	3	19	10	27
Low level of associates	26	40	6	2	16	5	31
Insufficient pay on entering	37	37	4	2	6	3	47
Insufficient pay over a long career	31	32	5	3	8	4	47

GLOBAL APPRAISAL OF THE ARMED SERVICES

In each survey, respondents were required to specify the single Service which they considered best overall. After having been presented with numerous dimensions for evaluating the various Services, and after considering selected enlistment inducements/ deterrents in terms of their association to the Services, each respondent was asked the final global assessment question. Responses for the two surveys are shown below.

Global Appraisal of the Services



BASE: Total samples, excluding "No Difference" percentages

In both surveys, the Air Force and Navy were cited as best overall. Some 17% to 18% found "no difference" between the Services. The Army, Marine Corps, and Coast Guard received essentially identical endorsement in both the November 1971 and May 1971 surveys (7%-9%). In the November 1971 replication, the Army was considered best overall by 7%, whereas the Marine Corps and Coast Guard were cited by 9% and 7%, respectively. The Air Force showed a slight improvement, and the Navy had a small decline in the opinion of youth.

There was no substantial improvement in the relative standing of the Army from May 1971 to November 1971.

IV. The Active Enlisted Force

IV

In both surveys, the willingness of youth to enlist for Active Service was probed under assumed draft and no-draft conditions. In the November 1971 survey, 15% stated that they expect to enlist at some time, assuming the present (draft) condition. When no draft is assumed, 12% reported potential enlistment.

In the May 1971 survey, 13% stated that they might enlist under an assumed draft condition. When no draft was assumed, 11% reported potential enlistment.

In both surveys, age was strongly related to the reported intention to enlist, with the younger men more likely to plan enlistment. Age was also related to the anticipated timing of enlistment, with the younger men planning enlistment in the immediate future.

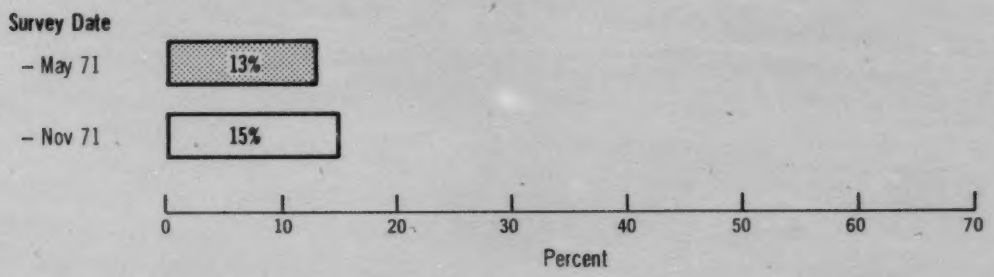
PROBABILITY OF ENLISTING FOR ACTIVE SERVICE

Each respondent was asked to estimate the likelihood of his enlistment for active service as a regular under two conditions:

- Present (draft) condition, and
- If there were no draft.

Responses to the present condition are shown below.

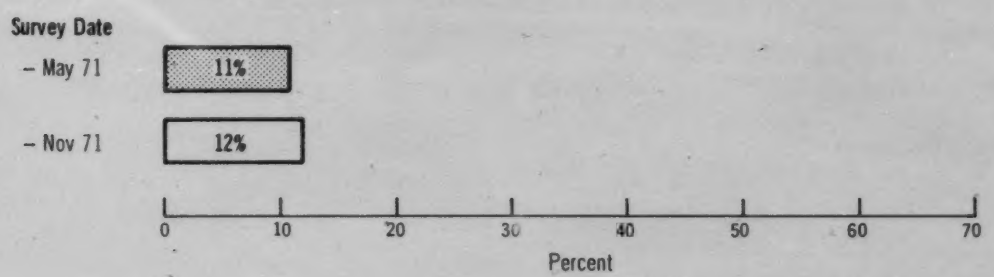
Percent Who Would Enlist Under Present (Draft) Condition



Given the present condition (draft, Vietnam war) of May 1971, 13% said they would enlist. Given the present condition (small draft, reduced Vietnam effort) in November 1971, this rate increased to 15%.

Responses under an assumed *no-draft condition* are compared for the May 1971 and November 1971 surveys below.

Percent Who Would Enlist Assuming No Draft



Given an assumed no-draft condition, 11% said they would enlist in May 1971. This rate increased to 12% in the November 1971 replication.

These data suggest that American youth were slightly more likely to express a willingness to enlist in November 1971 than they were in May 1971. This finding held

under both the present (draft) condition and the assumed no-draft condition. These findings are consistent with previous results on the global assessment of military service (Section II), which showed a more positive attitude toward military service among youth in November 1971 than in May 1971.

Although the overall findings are interesting, it is essential that demographic analyses be considered in interpreting these findings.

In both surveys, it was found that the probability of enlistment varied by age, independent of the draft/no-draft condition. Demographic analyses for the May 1971 survey are given in Table IV-1. Given the present condition (draft), 15% of the November

Table IV-1 **May 1971 Data**

Likelihood of Enlistment for Active Service as a Regular (Under Two Conditions)

	Present (Draft) Condition		With No Draft	
	Def. Enlist (%) +	Prob. Enlist (%)	Def. Enlist (%) +	Prob. Enlist (%)
Total (16-21)	5	8	4	7
Age				
16-17 years	9	12	8	12
18-19 years	3	6	2	5
20-21 years	3	4	1	3
Race				
White	4	8	3	7
Non-White	14	10	14	10
Education Status				
HS Student	9	11	8	12
College Student	3	6	2	4
Non-Student	2	5	1	4
City Size				
Large Metropolitan	5	7	4	6
Small Metropolitan	4	9	4	9
Non-Metropolitan	6	8	6	7
Geographic Area				
Northeast	2	4	2	3
North Central	7	9	6	6
South	3	9	2	9
West	9	10	7	11

1971 sample (Table IV-2) said they would enlist. But the rate for 16-17-year-olds was far higher than the rate for 20-21-year-olds. The age differential is also reflected in differences on the education parameter. In the November 1971 survey, 24% of high school students said they would enlist under present (draft) conditions, but only 9% of current college students reported an enlistment intention. Analogous findings for age and education were obtained under the no-draft condition.

Table IV-2 **November 1971 Data**

Likelihood of Enlistment for Active Service as a Regular (Under Two Conditions)

	Present (Draft) Condition		With No Draft	
	Def. Enlist (%)	Prob. + Enlist (%)	Def. Enlist (%)	Prob. + Enlist (%)
Total (16-21)	5	10	3	9
Age				
16-17 years	7	17	6	14
18-19 years	4	7	2	6
20-21 years	2	4	1	4
Race				
White	5	10	3	8
Non-White	2	11	2	12
Education Status				
HS Student	7	17	6	13
College Student	3	6	1	4
Non-Student	3	8	1	6
City Size				
Large Metropolitan	4	8	3	7
Small Metropolitan	5	14	3	11
Non-Metropolitan	4	9	4	7
Geographic Area				
Northeast	3	11	2	10
North Central	4	10	4	7
South	5	8	4	8
West	7	13	3	10

Because of the importance of evaluating the no-draft condition, Table IV-4 presents results by education for the November 1971 survey. Results are consistent with the May 1971 findings shown in Table IV-3. The prime target for enlisted manpower is the high school student population.

In the May 1971 survey, non-whites reported a higher enlistment potential than whites, under both draft and no-draft conditions. However, this race difference was not in evidence in the November 1971 survey. Residence differences (city size, geographical area) remain negligible. (Compare Table IV-1 and IV-2.)

Table IV-3 **May 1971 Data**

Probability of Enlistment: Assuming No Draft

	Current Educational Status		
Enlistment Probability	High School Student (%)	College Student (%)	Not in School (%)
Definitely Enlist	8	2	1
Probably Enlist	12 (20)	3 (5)	4 (5)
Probably Not Enlist	28	17	18
Definitely Not Enlist	45	73	69
Don't Know	6	4	8
Total	99	99	100

Table IV-4 **November 1971 Data**

Probability of Enlistment: Assuming No Draft

	Current Educational Status		
Enlistment Probability	High School Student (%)	College Student (%)	Not In School (%)
Definitely Enlist	6	1	1
Probably Enlist	13 (19)	4 (5)	6 (7)
Probably Not Enlist	26	22	19
Definitely Not Enlist	47	70	66
Don't Know	8	3	8
	100	100	100

SHORT-TERM DRAFT EXPECTATIONS

In both surveys, respondents were asked to estimate the likelihood of their being drafted in the next six months. Results are compared in Table IV-5 for the May 1971 and November 1971 surveys.

Table IV-5

Expectation of Being Drafted In the Next Six Months

Options	May 71	Nov 71
Expect to be drafted	11%	11%
Do not expect to be drafted	87%	85%
Don't Know	2%	4%
	100%	100%

Between survey replications, there was no major shift in the draft expectations of youth. In the May 1971 survey, the percentage who reported that they did not know if they would be drafted in the next six months was slightly smaller than in November. Associated with this slight shift was a 2% decrease in draft expectations from May 1971 to November 1971. However, the same percentage (11%) in both surveys expected to be drafted in the near future.

TEMPORAL CONSIDERATIONS IN ENLISTMENT INTENTION

Based on November 1971 survey findings, a projected total of 1,433,000 (15%) men said they would enlist, given present conditions. Each of these respondents was then asked to indicate *when* he anticipated enlisting. Responses to this crucial question lend clarification to an otherwise seemingly high estimate of enlistment intent. The distribution of responses for both the May and November surveys appears in Table IV-6.

Table IV-6

Timing of Enlistment

	May 71		Nov 71	
Schedule of Enlistment	Percent[a]	Percent of Total	Percent[a]	Percent of Total
Within the next 6 months	14	2	14	2
6 months to a year	14	2	23	3
At some future time or when eligible	72	9	63	10
	100	13	100	15

[a]BASE: Those who would definitely or probably enlist under present conditions.

For all potential enlistees in the May 1971 survey, 13% anticipated enlistment, and 4% expected to enlist in the next 12 months (before May 1972). The projected number was 436,500. The age composition for this number is presented in Table IV-7.

Analogous data for the November 1971 survey is presented in Table IV-8. In that survey, 14% anticipate enlistment in the next six months (before May 1972), and another 23% anticipate enlistment in the next year (before November 1972). In terms of the total sample, these two figures constitute 5%. Thus, only approximately 5% of the total sample anticipate enlistment in the next 12 months. The projected number is 526,000.

Note that between May 1971 and November 1971 an increase was reported in the total anticipating enlistment (from 13% to 15%), and that half of this increase was found among youth planning to enlist in the next 12 months. This 1% "annual" increase, projected to a population well in excess of 9,000,000 men, contributes substantially to the increase noted for the May 1971 projection of 436,500 to the November 1971 projection of 526,000.

Table IV-7 **May 1971 Data**

Enlist in Next 12 Months

	Age Groups (Projected)		
Schedule	16-17	18-19	20-21
Within next 6 months	63,800	45,300	63,300
6 months to a year	55,000	69,300	39,800
	118,800	114,600	103,100

Table IV-8 **November 1971 Data**

Enlist in Next 12 Months

	Age Groups (Projected)		
Schedule	16-17	18-19	20-21
Within next 6 months	56,000	99,000	44,000
6 months to a year	154,000	125,000	48,000
	210,000	224,000	92,000

In the November 1971 survey, the 16-17-year-old and 18-19-year-old groups contributed the bulk of potential enlistees. In contrast, in the May 1971 survey, each age category (16-17 years, 18-19 years, 20-21 years) contributed essentially equivalent numbers of potential enlistees. These findings indicate that a possible shift toward higher enlistment intentions among the 16-17-year old and 18-19-year-old groups has occurred.[1] The projections in total coincide with current independent DoD estimates for enlistment propensity.[2]

As shown in Tables IV-9 and IV-10, the results of the May 1971 and the November 1971 surveys are consistent in indicating that immediate enlistment intent tends to be reported by the older respondents, the whites, and the non-students.

[1] The effect of the increase is compounded by a minor adjustment in the size of the population base resulting from the use of the most recent census data.

[2] If one-third of the projected 526,000 men are assumed physically unqualified, the resultant estimate is in agreement with DoD projections for 350,000 to 380,000 men.

Enlistment Potential for the Next 12 Months

(Present Draft Condition)

If "definitely" or "probably will enlist," "When do you think you will do this—within the next 6 months, 6 months to a year, or at some future time when you become eligible?"

	Schedule of Enlistment	
	Within Next 6 Months (%)	6 Months to a Year (%)
Total (16-21)	14	14
Age		
16-17 years	8	7
18-19 years	16	25
20-21 years	40	25
Race		
White	16	15
Non-White	6	9
Education Status		
HS Student	8	8
College Student	19	16
Non-Student	30	30
City Size		
Large Metropolitan	16	14
Small Metropolitan	12	12
Non-Metropolitan	14	15
Geographic Area		
Northeast	22	17
North Central	9	10
South	11	18
West	21	12

Table IV-10 November 1971 Data

Enlistment Potential for the Next 12 Months

(Present Draft Condition)

If "definitely" or "probably will enlist," "When do you think you will do this—within the next 6 months, 6 months to a year, or at some future time when you become eligible?"

	Schedule of Enlistment	
	Within Next 6 Months (%)	6 Months to a Year (%)
Total (16-21)	14	23
Age		
16-17 years	6	17
18-19 years	27	34
20-21 years	27	29
Race		
White	14	24
Non-White	9	13
Education Status		
HS Student	5	21
College Student	18	31
Non-Student	42	24
City Size		
Large Metropolitan	12	28
Small Metropolitan	14	22
Non-Metropolitan	17	16
Geographic Area		
Northeast	15	17
North Central	11	31
South	13	21
West	17	21

A. Branch of Service: Preferences and Expectations

The branch of Service expectations and preferences of contemporary American youth were obtained. Results are summarized below for November 1971.

The image findings suggest that the Air Force (36%) and the Navy (24%) are most popular for the total sample, with the Army, Marine Corps, and Coast Guard virtually equivalent secondary selections at 7-9% (see Image Section).

Moreover, when the service expectations of only potential enlistees, draftees, and Reservists are explored, the Army (20%) runs behind the Navy (28%) and Air Force (33%). The Marine Corps (10%) and Coast Guard (8%) trail. Each Service is selected for unique reasons.

When the preferences of only potential enlistees under the current draft conditions are considered, the Air Force (33%) clearly leads the Army (21%) and the Navy (29%), followed by the Marine Corps (11%) and Coast Guard (6%). However, when the preferences of potential enlistees under a *no-draft* condition are determined, the Navy (25%), Air Force (22%), and Army (20%) appear to elicit close to equivalent support, with the Marine Corps (12%) and Coast Guard (5%) still well represented.

Except for the no-draft condition, the rank preference of Services on each index was the same as that found in the May 1971 survey, with the Air Force most popular, followed by the Navy, Army, and other Services. Between surveys, for the total samples, preference for the Air Force appears to have increased, at the expense of the Navy. However, among only those men who plan to enlist under current conditions or no-draft conditions, the reverse appears true. No appreciable change is noted in preference for the Army, the Marine Corps, or the Coast Guard.

BRANCH-OF-SERVICE EXPECTATION

In the November 1971 survey, 15% of the sample said they would enlist under present conditions—that is, with a draft law in effect. An additional 22% said that they might enter the military services at some time. Sample representatives of the combined total (37%) were queried to determine which branch of the service they thought they would be most likely to enter. Their responses are shown in Table IV-11, and are compared to those of the 40% of the May 1971 survey who indicated that they might enter the service at some time.

Table IV-11

Branch of Service Named as "Most Likely"

(BASE: Expect to Enter Service)

	Percent Naming Serivce	
Branch	May 71[a]	Nov 71[b]
Army	22	20
Navy	31	28
Air Force	29	33
Marine Corps	9	10
Coast Guard	7	8
Will not enlist	2	1
	100	100

[a]Based on 40% of this sample.
[b]Based on 37% of this sample.

In both surveys, the *Navy* and *Air Force* were most frequently cited by these respondents. There was a slight increase in the rate of mention of the Air Force from the May 1971 to the November 1971 administrations.

In the May 1971 survey, it was noted that the income of the parent held an interesting relationship to the branch-of-Service expectation of these youth. Data from the November 1971 replication are presented in Table IV-12.[1] Results agreed with most of the findings from the May 1971 administration. The Coast Guard emerged as an upper-income service. The Marine Corps drew mention equally across all income groups,

[1] For May 1971 data, see the table on page IV-11 of the initial report in this series.

Table IV-12 November 1971 Data

Branch-of-Service Expectation Related to Family Income

Annual Family Income	Percent Selecting Branch of Service[a]				
	Army	Navy	Air Force	Marine Corps	Coast Guard
Under $8,000	20	25	39	11	3
$8,000-$13,999	21	27	35	10	6
$14,000-$19,999	16	34	32	7	9
$20,000 or more	20	24	30	12	14

[a]Excluding refusals and "Don't know."

while support for the Air Force declined in the over $20,000/annum segment. Army and Navy endorsement was found among offspring of each income group.

In both surveys, the Navy was most cited by the younger men. The Air Force was most cited by 20-21 year olds.

In both surveys, non-whites mentioned the Air Force and Marine Corps at higher rates than did whites. The Navy was cited more by whites than non-whites.

In both surveys, the Air Force was mentioned less frequently by residents of the Northeast, and the Marine Corps and Coast Guard were cited more frequently by residents of the West.

Given these data, and with conditions remaining the same, it would appear that the likely modal recruitment composite each service acquires would be as follows:

(1) Navy—16-17-year-olds; whites.

(2) Air Force—20-21-year-olds; large metropolitan areas; non-whites and whites.

(3) Coast Guard—upper-income families residing in the West.

(4) Army—no discernible demographic profile.

(5) Marine Corps—no discernible demographic profile.

Tables IV-13 and IV-14 present demographic correlates of branch of service expectations for May 1971 and November 1971 data, respectively. The stability of these demographic relationships to branch-of-service expectations suggests that each Service may have an attraction to a certain subgroup of youth. These demographic profiles may prove useful in development of optimal advertising and recruitment strategies.

Table IV-13 — May 1971 Data

Branch-of-Service Expectation

"If you were to join or enlist, which branch of the Active Service would you be *most* likely to enter?"

	Percent Naming Service				
	Army	Navy	Air Force	Marine Corps	Coast Guard
Total (16-21)	22	31	29	9	7
Age					
16-17 years	24	31	27	10	7
18-19 years	20	34	29	9	5
20-21 years	20	27	37	8	7
Race					
White	23	31	28	9	7
Non-White	14	29	41	15	2
Education Status					
HS Student	24	31	28	8	8
College Student	17	29	36	11	6
Non-Student	23	33	24	10	5
City Size					
Large Metropolitan	20	30	34	8	6
Small Metropolitan	19	32	24	12	9
Non-Metropolitan	31	32	25	8	4
Geographic Area					
Northeast	34	33	19	5	7
North Central	22	32	33	8	3
South	18	31	34	9	6
West	20	28	24	14	12

Table IV-14 November 1971 Data

Branch-of-Service Expectation

"If you were to join or enlist, which branch of the Active Service would you be *most* likely to enter?"

	Percent Naming Service				
	Army	Navy	Air Force	Marine Corps	Coast Guard
Total (16-21)	20	28	33	10	8
Age					
16-17 years	18	30	32	9	10
18-19 years	24	24	31	12	7
20-21 years	22	27	40	5	4
Race					
White	20	29	32	9	8
Non-White	22	17	46	13	2
Education Status					
HS Student	18	30	32	10	9
College Student	20	29	33	9	5
Non-Student	26	20	33	9	9
City Size					
Large Metropolitan	19	27	35	9	8
Small Metropolitan	21	28	32	10	7
Non-Metropolitan	21	28	30	9	8
Geographic Area					
Northeast	22	32	26	8	10
North Central	23	28	34	7	6
South	20	27	34	11	6
West	15	24	36	12	12

REASONS FOR SELECTION OF BRANCH OF SERVICE

Those men in each survey who said they might enter the service were asked to state the reasons for their branch-of-service preference/expectation. Results for the 40% of the May 1971 sample appear in Table IV-15.

Table IV-15 **May 1971 Data**

Reasons for Preferred Branch of Service

Selected Reasons	Percent Stating First Preference/Expectation of Service				
	Army	Navy	Air Force	Marine Corps	Coast Guard
–Greater opportunity to pursue own field of interest	17	4	5	1	5
–Shorter enlistment time	9	1	1	4	1
–Opportunity to travel	1	25	2	1	3
–Like water/boats/ships	--	24	--	--	8
–Interested in planes/ like flying	1	1	28	1	--
–Best choice/think it's the best	14	17	18	26	11
–More action/adventure	3	11	3	17	1
–Family tradition/ always wanted this	5	6	9	9	--
–Skills training	5	5	8	9	2
–Greater benefits/ offers more	2	5	6	3	--
–Easy/easiest	2	4	4	1	5
–Low risk of injury	3	9	6	--	42
–Greater career opportunities	3	4	3	2	26
–Stay in US/no overseas duty	--	-	--	--	15
–Don't know	16	3	1	14	4

The 37% of the November 1971 sample who were asked branch-of-service expectations were also asked to state the reason for their Service preference/expectation in their own words. Reasons for service preferences expressed by 3% or more of these respondents are presented in Table IV-16.

Table IV-16 **November 1971 Data**

Reasons for Preferred Branch of Service

	Percent Stating First Preference/Expectation of Service				
Selected Reasons	Army	Navy	Air Force	Marine Corps	Coast Guard
–Greater opportunity to pursue own field of interest	8	9	9	--	4
–Shorter enlistment time	10	1	--	5	--
–Opportunity to travel	1	16	2	--	2
–Like water/boats/ ships	--	14	--	--	16
–Interested in planes/ like flying	--	1	26	--	--
–Best choice/think it's the best	12	9	12	40	7
–More action/ adventure	6	3	4	11	7
–Family tradition/ always wanted this	9	7	7	6	2
–Skills training	7	7	8	10	1
–Greater benefits/ offers more	5	6	7	5	--
–Easy/easiest	6	9	5	--	9
–Low risk of injury	1	10	2	--	18
–Greater career opportunities	5	5	5	2	2
–Don't know	5	2	2	4	4

The major reason given for preferring the Army was simply that it was the best Service (12%). In the May 1971 survey, the rate was 14%. Other major reasons for Army preference are the opportunity to pursue one's own field of interest (8%) and the shorter enlistment time (10%). In the May 1971 survey, these rates were 17% and 9%, respectively.

The Navy is selected by youth who like ships and water (14%) and the opportunity for travel (16%). The Navy was also selected because of low risk of injury (10%). These findings are in agreement with the May 1971 survey.

The Air Force was chosen by youth who are interested in planes and flight (26%). It is also preferred for skills training (8%). These results were also noted in the May 1971 survey.

The Marine Corps was selected by respondents who simply felt it was the best (40%). In the May 1971 survey, the rate was 26%. The Marine Corps was also cited because it offered more action or adventure (11%). A small percentage chose it because of skills training (10%).

The Coast Guard was selected because of low risk of injury (18%). The Coast Guard was also chosen because of preferences for boats (16%). These findings are consistent with the results of the May 1971 survey.

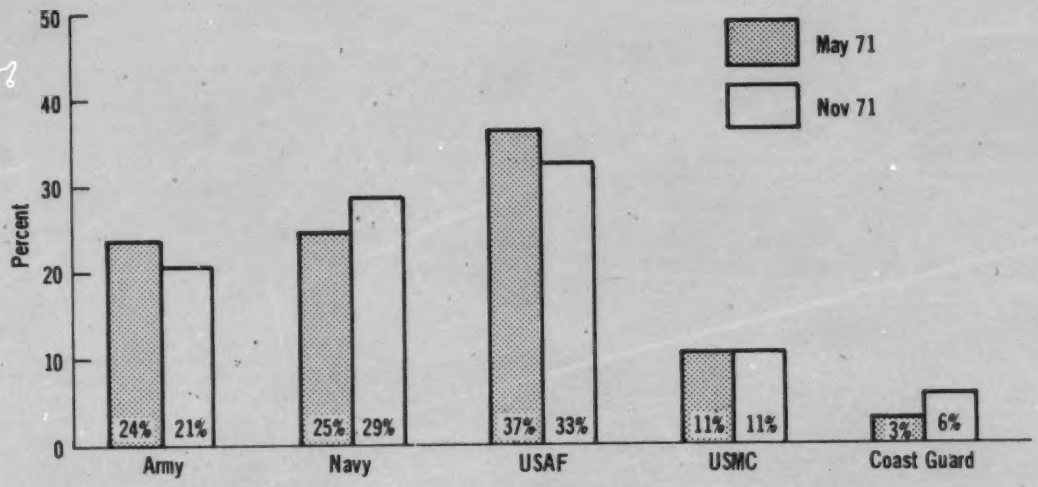
It is interesting to note that some men selected the Marine Corps (4%) and Army (5%) but were unable to express a reason for their preference. This finding was also noted in the May 1971 survey where the magnitude was more pronounced.

In general, youth specified essentially the same themes or reasons for their service preferences in both the May 1971 and November 1971 surveys.

PREFERRED BRANCH OF SERVICE: ENLISTEES UNDER THE CURRENT DRAFT SITUATION

Some 15% of the November 1971 sample said they would enlist under present conditions—that is, with a draft law in effect. It is useful to examine the branch-of-service preferences of this segment of the youth population, compared to the preferences of the 13% of potential enlistees who responded to the same items in May 1971.

Branch of Service Preference



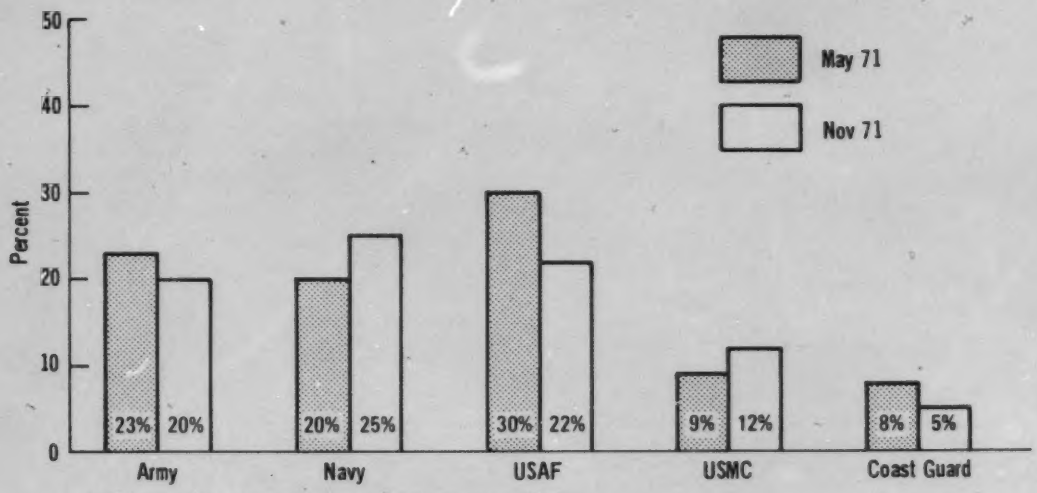
BASE: Potential enlistees under present (Draft) conditions

The Air Force was most frequently selected by respondents in both survey administrations. The Navy and Army drew essentially equivalent mention, but at a far lower rate in both surveys. There was no increase of any consequence in the rate of mention of a Service from May 1971 to November 1971.

PREFERRED BRANCH OF SERVICE: ENLISTEES UNDER AN ASSUMED NO DRAFT SITUATION

Some 12% of the November 1971 sample said that they would enlist if there were *no draft*. The branch-of-service preferences of these respondents are presented below, in comparison with the service preferences for the 11% of the May 1971 sample who responded to the same items.

Branch of Service Preference



BASE: Potential enlistees under present (Draft) conditions

The Air Force was most frequently selected in the May 1971 survey, and the Navy was most frequently selected by respondents in the November 1971 survey.

B. Enlistment Incentives

Enlistment incentives were studied in three ways. First, all respondents were encouraged to specify inducements to enlistment in their own words. Second, all respondents were presented with structured alternative incentives for appraisal. Third, a select subgroup (potential enlistees) was asked to appraise a list of possible reasons for enlistment. Results for the November 1971 survey are presented.

The initial condition elicited substantial negativism toward the military, and minor support for incentives such as pay, travel, job training, educational benefits, and choice of assignment.

The second condition elicited strong support for educational benefits (paid college education). A shorter enlistment term was most frequently cited as an incentive for combat-related enlistment.

The third condition indicated that incentives such as travel, trade or skill acquisition, and advanced education were important to potential enlistees—as was the choice of branch of service and scheduling for service—and patriotism.

Results tended to be in close agreement with the findings of the May 1971 survey.

ENLISTMENT INCENTIVES: RESPONDENT'S OWN WORDS

Each respondent was asked to state, in his own words, what would induce him to enlist under each of two conditions:

- Present draft status (assuming the draft law is extended), and
- If you did not have to serve in a combat area.

Results for both conditions are presented together in the following tables to permit comparison. Data are presented for both the May 1971 survey and the November 1971 survey.

For many respondents, no inducement was sufficient to cause enlistment. Hence, the response "nothing" was given by approximately 40% under both conditions, in both surveys.

In the November 1971 survey, the two strongest inducements to enlistment, given the draft, are the possibility of war or a national emergency—and the draft per se. Each of these inducements was volunteered by 11%. No other inducement received more than 8% mention; pay, skills training, educational benefits, even travel were mentioned by only a few men, given the current draft situation. These results are quite consistent with the findings of the May 1971 survey.

When the possibility of combat assignment is ruled out, certain shifts occur in mentioned inducements. Travel was mentioned more frequently (11%), as were pay (12%) and skills/job training (13%). Educational benefits were mentioned by 8%. The draft (2%) and war/national emergency (3%) became minor inducements. These results are consistent with the May 1971 findings.

Table IV-17 — May 1971 Data

Enlistment Inducements (Open-End)

Major Inducements[a]	Percent Naming Enlistment Inducement: Under Present Draft Status	Percent Naming Enlistment Inducement: With No Service In Combat Area
–National emergency/war	10	3
–Possibility of being drafted	10	3
–More money/better pay	5	9
–Skills/job training	5	9
–Educational benefits	5	7
–Travel	5	12
–Choice of assignment	4	6
–Nothing/no inducement	45	43

[a]All other inducements, 3% mention or less under either condition.

Table IV-18 — November 1971 Data

Enlistment Inducements (Open-End)

Major Inducements[a]	Percent Naming Enlistment Inducement: Under Present Draft Status	Percent Naming Enlistment Inducement: With No Service In Combat Area
–National emergency/war	11	3
–Possibility of being drafted	11	2
–More money/better pay	8	12
–Skills/job training	6	13
–Educational benefits	6	8
–Travel	3	11
–Loss of present job/financial conditions	4	2
–Choice of assignment	4	4
–Choice of branch of service	4	2
–Nothing/no inducement	40	37

[a]All other inducements, 3% mention or less under either condition.

Under the assumed no-combat condition, travel was cited by 11%. Support for this incentive derives from 16-17-year-olds (13%). Support for the incentive was lower in large metropolitan areas (8%).

Educational benefits were cited by 8% overall, with less mention among non-whites (5%) than among whites (9%).

Skills training or job training was mentioned by 13% of the total November 1971 respondents. This incentive was mentioned most by 16-17-year-olds (14%) and high school students (14%). It was also highly cited by residents of non-metropolitan areas (16%).

Choice of assignment (4%) and more pay/better pay (12%) had negligible differential demographic support.

These demographic correlates (Table IV-19) are in general agreement with the results of the May 1971 survey of youth.[1]

[1] For May 1971 data, see the table on page IV-22 of the initial report in this series.

Table IV-19 November 1971 Data

Enlistment Incentives in Respondent's Own Words

(Assuming No Combat Service)

"What, if anything, would induce you to enlist if you did not have to serve in a combat area?"

	Percent Naming Enlistment Incentive				
	Travel	More Money/ Better Pay	Skills/Job Training	Educational Benefits	Choice of Assignment
Total (16-21)	11	12	13	8	4
Age					
16-17 years	13	12	14	12	4
18-19 years	9	11	12	5	4
20-21 years	10	13	12	7	3
Race					
White	10	12	13	9	4
Non-White	15	14	12	5	1
Education Status					
HS Student	12	13	14	10	4
College Student	12	15	11	7	6
Non-Student	8	9	13	7	2
City Size					
Large Metropolitan	8	11	10	9	4
Small Metropolitan	12	12	15	7	3
Non-Metropolitan	12	14	16	9	4
Geographic Area					
Northeast	12	13	13	8	4
North Central	10	11	10	8	4
South	10	13	14	8	4
West	13	10	15	10	3

ENLISTMENT INCENTIVES: STRUCTURED ALTERNATIVES

In both surveys, respondents were also asked to appraise a list of potential enlistment incentives. Each respondent was presented a comprehensive list of possible enlistment incentives for consideration. These items were presented in the context of three conditions:

- Which incentives would most likely induce enlistment (multiple answers accepted),
- Which *one* of the incentives would most likely induce enlistment,
- Which *one* would most likely induce enlistment in a combat-type branch.

The latter two conditions call for a ranking of alternatives. Results for each of the two surveys appear in Table IV-20.)

Table IV-20

Responses to Structured Enlistment Incentives

	Percent Selecting Enlistment Incentive					
	Under Present Status		*ONE* Most Likely Incentive		*ONE* Most Likely to Induce Service in Combat Branch	
Enlistment Incentives	May 71	Nov 71	May 71	Nov 71	May 71	Nov 71
• The military offers to help you get started in a civilian job after you finish active duty and, if necessary, would provide training in a civilian skill	27	29	10	9	5	3
• The government agrees to pay for up to four years of college, including living expenses at the school of your choice in return for four years of active duty. The college could come either before or after the military service	42	44	24	25	7	8
• The government agrees to pay for up to two years of technical/vocational school, including living expenses, at the school of your choice, in return for four years of active duty. The training could come either before or after the military service	19	20	6	6	1	3

(Continued)

Table IV-20 *(Continued)*

Responses to Structured Enlistment Incentives

Enlistment Incentives	Percent Selecting Enlistment Incentive: Under Present Status May 71	Under Present Status Nov 71	*ONE* Most Likely Incentive May 71	*ONE* Most Likely Incentive Nov 71	*ONE* Most Likely to Induce Service in Combat Branch May 71	*ONE* Most Likely to Induce Service in Combat Branch Nov 71
• Guaranteed assignments, including necessary training, in the military specialty of your choice (e.g., draftsman, electronic technician, bulldozer driver, paratrooper, auto or aircraft mechanic, truck driver, etc.).	26	28	8	10	6	10
• Military pay that's comparable to the income you would expect to be earning as a civilian.	25	27	7	7	5	6
• A large bonus for enlisting (e.g., $1,000)	20	24	4	4	5	6
• A shorter enlistment period (e.g., one year less than now offered in the service of your choice)	30	32	7	8	11	11
• A chance to enroll in an officer training program after enlistment even if you don't have a college degree	12	16	1	2	2	2
• Assurance that you will be able to change your assignment after some period of time if you don't like the work	22	26	2	3	7	8
• During peacetime, a guarantee of assignment to a geographic area of your choice in the U.S. or abroad	28	32	6	7	5	3
• Right to live off-base if you prefer	22	26	2	2	1	1
• Better living conditions for single Servicemen	14	18	1	1	1	1
None	23	15	23	16	45	37

Given the present status, *paid college education* was most frequently endorsed in both surveys. When respondents were required to select the single most likely incentive, paid college education was again selected with the highest frequency in both the May and November 1971 surveys. These results are quite consistent.

Under the present status condition, there were few major shifts in the attraction of these incentives from May 1971 to November 1971. The largest absolute changes amounted to only 4%. Shifts of this magnitude occurred for *improved living conditions*, *assignment policy*, *officer enrollment potential*, and *enlistment bonuses*.

Under the condition requiring selection of the one most likely incentive, the largest absolute shift (+2%) occurred for *guaranteed assignments*.

In both surveys, the most popular incentive to enlistment in a combat branch proved to be a *shorter enlistment period*. This incentive was endorsed by 11% in May 1971 and again in November 1971. In terms of shifts in the popularity of incentives to combat branch enlistment, there was negligible change between the two surveys.

In both surveys, *paid college education* elicited the widest endorsement among 16-17-year-olds and current high school students (see Table IV-21). Its appeal extended over all geographic areas, and all sizes of city. In the November 1971 survey, this incentive appears to have increased support among residents of non-metropolitan areas, and the West. It was equally attractive to both races. The relationship of this incentive to family income is shown in Table IV-22.

Table IV-21

Paid College Education Incentive: Selected Demographic Correlates Under Two Conditions

"The government agrees to pay for up to 4 years of college, including living expenses . . . college could come either before or after the military service."

	Percent Answering Under Each Condition			
	Present Status		One Most Likely Incentive	
	May 71	Nov 71	May 71	Nov 71
Total (16-21)	42	44	24	25
Age				
16-17 years	52	47	31	26
18-19 years	39	45	21	28
20-21 years	33	40	17	21
Race				
White	42	45	24	25
Non-White	45	43	23	26
Education Status				
HS Student	51	47	29	25
College Student	41	47	23	29
Non-Student	32	40	17	22
City Size				
Large Metropolitan	43	44	27	24
Small Metropolitan	40	42	21	24
Non-Metropolitan	43	51	20	31
Geographic Area				
Northeast	40	41	24	24
North Central	47	44	25	25
South	46	47	26	24
West	33	46	18	28

Table IV-22

Paid College Education Incentive: By Family Income

Annual Family Income	Percent Answering Under Each Condition			
	Present Status		Single Most Likely Incentive	
	May 71	Nov 71	May 71	Nov 71
Under $8,000	34	38	17	20
$8,000-$13,999	45	46	27	25
$14,000-$19,999	45	50	30	29
$20,000 or more	48	51	26	30
Overall rate	42	44	24	25

In both surveys, the incentive of a paid college education was heavily endorsed by the offspring of upper-middle income families. It did not appear as attractive to youth from lower-middle income (under $8,000) families—a principal source of military manpower.

REASONS FOR ENLISTMENT

A projected 37% of the November 1971 sample indicated some possibility of enlisting or joining the military service at some time, while 40% of the May 1971 survey espoused these positions. These representatives of each survey were then asked to review a list of reasons which influence the decision to enter the service, and to indicate whether each reason indicated strong influence, some influence, or no influence. The percentage citing each reason as a "strong influence" appears in Table IV-23.

Table IV-23

Reasons Which Exert a Strong Influence on Enlistment

Reasons	Percent Indicating Strong Influence	
	May 71	Nov 71
I want my choice of branch of Service	45	46
For travel, excitement and new experiences	38	41
To fulfill my military obligation at a time of my choice	32	31
To learn a trade or skill that would be valuable in civilian life	32	37
To serve my country	33	28
I want an opportunity for advanced education and training	30	32
To become more mature and self-reliant	19	23
I want to qualify for the G.I. Bill	15	17
The over-all benefits: pay, room and board, medical care, & training	9	17
To avoid the draft	19	20
Career opportunities in the military look better than in civilian life	15	16
I want to leave some personal problems behind me	8	6

There was considerable agreement between surveys in the influence accorded various reasons for enlistment. The six most important reasons selected logically represent choice and incentives. *Choice of branch* and *choice of when to fulfill the military obligation* are very important. Other important reasons for enlistment include *travel*, *trade/skill training*, and the *opportunity for advanced education*. *Patriotism* (service to country) was also cited as a major influence in both surveys.

Secondary reasons for enlistment encompass *draft avoidance*, the *desire for increased maturity*, the *desire to qualify for the G.I. Bill*, and the *overall personal benefits* (pay, room and board, medical care, etc.). A shift in the latter might have been anticipated between May 1971 and November 1971 and, indeed, 8% more of these key youth endorsed the overall benefits item in November 1971 than in May 1971.

Very few young men attributed a strong influence to enlistment to *leave personal problems behind*. In both surveys, the vast majority (approximately 80%) claimed that this reason would have no influence at all on their decision to enter military service.

C. Preference for Specialties in the Combat Arms

Combat branch preferences were explored for the total sample. The engineer corps was most popular in both May 1971 and November 1971. However, most men were undecided or had no preference for one combat branch.

DIFFERENTIAL PREFERENCE FOR THE COMBAT ARMS

After consideration of potential inducements to enlistment in a combat branch, respondents in each sample were asked to state their combat branch preference. Results are presented in Table IV-24 for both the May 1971 and November 1971 surveys.

Table IV-24

Preferred Combat Branch

	Percent Choosing Branch	
Options	May 71	Nov 71
Armored	8	7
Artillery	5	6
Signal	6	6
Engineer	18	23
Infantry	6	4
Undecided	48	48
None	9	6
	100	100

Most respondents were either undecided or had no combat branch preference. Among the available options, the engineer corps was the most popular choice in both surveys. The second most popular choice was the armored corps. There was no appreciable shift in preference between surveys.

V. The Active Officer Force

The willingness of college juniors and seniors to volunteer for duty in the active service as an officer was explored in the November 1971 survey. The reaction to this option under an assumed *no draft* condition was favorable, although the limited number of non-whites surveyed did not express an expectation of joining the service as officers.

PROBABILITY OF VOLUNTEERING FOR ACTIVE SERVICE AS AN OFFICER

The propensity of volunteering for officer duty in the active service was explored for a select target of youth—college men in their junior or senior years. In the November 1971 survey, this particular college subgroup was asked to estimate the likelihood of their volunteering for duty as an officer, assuming a *no-draft* condition.[1] Responses are presented in Table V-1.

Table V-1 **November 1971 Data**

Likelihood of Volunteering as an Officer
(Assuming No Draft)

Options	Percent	
Definitely enlist	3	13
Probably enlist	10	
Probably not enlist	23	
Definitely not enlist	53	
Don't know or haven't thought about it	11	
	100	

Under the assumed *no draft* condition, 13% of college juniors and seniors indicated that they would volunteer for duty in the active service as an officer. Table V-2 presents the projected population implied by this result. It should be noted that this estimate of officer input is based on a hypothetical no-draft condition, and that it encompasses two years—that is, 1972 for those men who were college seniors in November 1971, and 1973 for those who were college juniors in November 1971.

Table V-2 **November 1971 Data**

Projected Volunteering as an Officer

Likelihood of Enlistment[a]	Population	Percent
Definitely join	21,000	20
Probably join	83,000	80
	104,000	100

[a] As of November 1971.

[1] This question was not asked in the May 1971 survey.

A limited number of demographic analyses were made to determine whether officer enlistment propensity varied by race or residence (Table V-3). No analyses are presented by age or education, due to the preselection of a college junior and senior base.

Table V-3 **November 1971 Data**

Likelihood of Volunteering for Active Service as an Officer

(Assuming No Draft)

College Juniors and Seniors: "If there were *no draft*, how likely is it that you would volunteer for duty in the Active Service as an officer?"

	Percent Who Would Definitely or Probably Enlist
Total	13
Race	
White	14
Non-White [a]	0
City Size	
Large Metropolitan	7
Small Metropolitan	16
Non-Metropolitan	16
Geographic Area	
Northeast	18
North Central	15
South	9
West	10

[a]Estimate based on a very small number of cases.

There was a difference in officer volunteer potential based on race. Whites reported a higher likelihood of volunteering as an officer than did non-whites.

City size had an appreciable relationship to likelihood of volunteering as an officer, with large city residents less likely to expect to join. Residents of the Northeast reported the highest volunteer potential as regular officers; however, this breakdown is based on a small number of cases because of the initial preselection of the sample on this question as college juniors or seniors.

VI. The Reserves/National Guard

In both surveys, the willingness of youth to join the Reserves or National Guard was probed. While the reaction was highly favorable, a strong draft-motivation effect was found in both surveys. Other major inducements to enlistment were skills training and educational benefits. Major deterrents to enlistment remain potential civilian job conflicts, insufficient pay, and general anti-military sentiment.

Reserve/National Guard potential remains highest among 16-17-year-olds and high school students.

Between the May 1971 and November 1971 surveys, preference for the Air Force Reserve/National Guard increased slightly. Race differences in willingness to join the Reserves/National Guard which were noted in the May 1971 survey were not in evidence in the November 1971 replication.

PROBABILITY OF JOINING THE RESERVES OR NATIONAL GUARD

In each survey, youth were asked to indicate their probability of joining the Reserves or the National Guard. To assure comparability of responses, each respondent was provided current information about the Reserves and National Guard. In the May 1971 survey, the respondents were told:

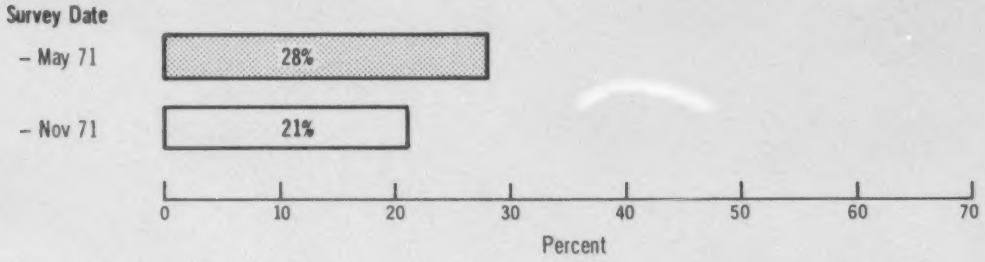
> "Thus far we have asked you just about active military service. Now we would like to ask you some questions about the Reserve Components. Joining the Reserves or National Guard for six years involves a short period of initial active duty for training, followed by inactive unit training and one 15-day active unit training period per year.
>
> "For the initial active duty for training period (about 6 months), in addition to quarters, food, medical care and other benefits, the trainee's pay ranges from $135 to $150 per month. For inactive unit training (normally one weekend per month), the starting pay is $20 to $25 per month (each promotion carries a pay increase). For the two weeks of annual unit training, an enlisted man in the lower grade receives about $75 to $125."

In the November 1971 survey, the following changes were made to these instructions. The "trainees pay ranges" were stated to be from *$269 to $299* per month. The "inactive unit training starting pay" was given as *$40* per month with the stipulation that each promotion carries a pay increase. The pay for "two weeks annual unit training in the lower enlisted pay grades" was quoted as about *$140*. Given this basis, each man was asked his likelihood of joining the Reserves or National Guard, under each of two conditions:

- If the (present) draft continues, and
- If there were no draft.

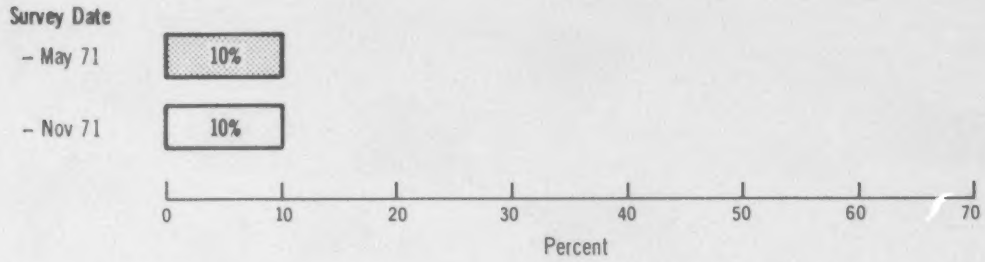
Responses in May 1971 and November 1971 are compared for the condition assuming a continued draft:

Join the Reserves/National Guard, Assuming a Continued Draft



In the May 1971 survey, 28% expressed a willingness to join the Reserves/National Guard given a continued draft environment, while the rate in November 1971 was 21%. Thus, there appears to have been a decline in the propensity to join the National Guard or Reserves, under the present (draft) condition. However, this finding was not repeated under the *no-draft* assumption. Results are presented for the two surveys when a *no draft* condition is assumed:

Join the Reserves/National Guard, Assuming No Draft



In the May 1971 survey, only 10% expressed a willingness to enlist in the Reserves or National Guard if there were no draft. In the November 1971 survey, the rate was again 10%. Thus, in both surveys there was a marked decline in the reported willingness to join the Reserves/National Guard when the condition was changed from a draft environment to a hypothetical no-draft environment.

Demographic correlates of the willingness to join the Reserves/National Guard were explored. Data from the May 1971 survey are presented in Table VI-1. These data are followed by analogous demographic data from the November 1971 survey in Table VI-2.

Table VI-1 May 1971 Data

Probability of Joining the Reserves or National Guard

	Percent Likely to Join Under Each Condition			
	If Draft Continues		No Draft	
	Def. Join	+ Prob. Join	Def. Join	+ Prob. Join
Total (16-21)	7	21	3	7
Age				
16-17 years	9	25	3	9
18-19 years	6	21	2	6
20-21 years	6	14	2	4
Race				
White	7	20	2	6
Non-White	7	32	6	18
Education Status				
HS Student	9	25	3	8
College Student	8	16	2	5
Non-Student	5	20	3	6
City Size				
Large Metropolitan	7	19	3	5
Small Metropolitan	9	18	3	6
Non-Metropolitan	6	30	3	11
Geographic Area				
Northeast	4	17	2	6
North Central	6	24	3	4
South	9	25	4	9
West	10	16	1	7

Independent of the draft condition, major support for the National Guard/Reserves originates among the 16-17-year-olds. Residents of the South are slightly more favorable toward Reserve affiliation under the continued draft condition than are residents of other areas.

The National Guard/Reserves appear to have recruitment potential among non-whites. Under a no-draft condition, the rate of "definitely joining" is 4% for non-whites, but only 2% for whites. The latent support from non-whites also shows in the differential "probably join" rate for the two racial subgroups under the no-draft condition.

Table VI-2 November 1971 Data

Probability of Joining the Reserves or National Guard

	Percent Likely to Join Under Each Condition			
	If Draft Continues		No Draft	
	Def. Join + Prob. Join		Def. Join + Prob. Join	
Total (16-21)	6	15	3	7
Age				
16-17 years	6	19	3	11
18-19 years	5	14	3	5
20-21 years	6	10	1	3
Race				
White	6	15	2	7
Non-White	6	16	4	10
Education Status				
HS Student	7	19	4	12
College Student	5	11	2	3
Non-Student	6	13	2	4
City Size				
Large Metropolitan	7	16	2	7
Small Metropolitan	5	15	3	7
Non-Metropolitan	4	14	2	8
Geographic Area				
Northeast	5	14	2	7
North Central	5	14	2	6
South	7	17	3	8
West	6	15	4	8

The November 1971 findings are in general agreement with those of May 1971. However, Reserve potential among non-whites and in non-metropolitan areas is less evident in the November 1971 survey than it was in the May 1971 survey.

BRANCH OF SERVICE PREFERENCE

A majority of respondents in each survey expressed a positive attitude toward Reserve/National Guard affiliation under one of several incentive conditions. These respondents (only) were then asked their service preference. Results for the two surveys are shown in Table VI-3.

Table VI-3

Branch-of-Service Preference

	Percent Preferring Branch	
Branch	May 71[a]	Nov 71[b]
Army National Guard	8	6
Army Reserve	8	6
Navy Reserve	18	13
Air Force National Guard	6	9
Air Force Reserve	13	15
Marine Corps Reserve	4	5
Coast Guard Reserve	6	6
No preference	13	11
No answer	25	29
	101	100

[a]Based on 87% of the sample.
[b]Based on 90% of the sample.

In the November 1971 survey, the combined National Guard/Reserve totals by service were (a) Air Force (24%), (b) Navy (13%), and (c) Army (12%). The Marine Corps and Coast Guard received negligible choices. The results were generally consistent with preferences from the May 1971 survey, where the combined National Guard/Reserve totals were (a) Air Force (19%), (b) Navy (18%), and (c) Army (16%). Again the Marine Corps and Coast Guard received negligible choices. The Air Force appears to have realized a slight increase in preference, with slight decrease recorded for the Army and Navy.

Differences between demographic groups in their preference for either the Reserves or the National Guard are presented in Table VI-4 for the May 1971 survey, and Table VI-5 for the November 1971 survey. In the November survey, there was negligible difference between demographic subgroups in selection of either the Army Reserve or Army National Guard. The Navy Reserve was slightly more frequently cited by 16-17-year-olds and high school students and whites.

Preferred Branch of Service: Reserves/National Guard

"What branch of Service would you join?"

	Percent Preferring Branch					
	Army			Air Force		
	National Guard +	Reserve	Navy Reserve	National Guard +	Reserve	USMC Reserve
Total (16-21)	8	8	18	6	13	4
Age						
16-17 years	11	10	22	6	13	4
18-19 years	5	6	16	6	13	4
20-21 years	6	8	13	7	12	3
Race						
White	8	8	18	6	12	4
Non-White	4	6	17	4	27	7
Education Status						
HS Student	11	10	25	6	15	5
College Student	4	6	12	7	15	4
Non-Student	6	8	12	6	9	3
City Size						
Large Metropolitan	8	9	17	6	14	4
Small Metropolitan	4	6	16	6	13	4
Non-Metropolitan	11	9	21	8	11	3
Geographic Area						
Northeast	3	9	23	5	9	1
North Central	8	8	15	5	16	4
South	11	8	17	6	15	6
West	7	8	16	10	11	4

Table VI-5 November 1971 Data

Preferred Branch of Service: Reserves/National Guard

"What branch of Service would you join?"

	Percent Preferring Branch					
	Army			Air Force		
	National Guard	+ Reserve	Navy Reserve	National Guard	+ Reserve	USMC Reserve
Total (16-21)	6	6	13	9	15	5
Age						
16-17 years	6	6	15	7	16	7
18-19 years	5	6	11	10	15	5
20-21 years	6	6	12	9	12	3
Race						
White	6	6	14	9	15	5
Non-White	2	6	8	10	16	9
Education Status						
HS Student	7	6	16	9	16	6
College Student	4	8	12	9	14	3
Non-Student	5	5	11	8	14	6
City Size						
Large Metropolitan	5	6	15	8	14	6
Small Metropolitan	6	8	13	8	16	5
Non-Metropolitan	7	5	9	10	14	5
Geographic Area						
Northeast	5	7	13	6	17	4
North Central	7	6	12	9	14	4
South	6	8	15	11	15	6
West	4	4	13	8	14	6

In the November 1971 survey, neither the Air Force National Guard nor the Air Force Reserve showed particular differential demographic support. The Marine Corps Reserve was not differentially endorsed by any of the demographic subgroups, although the non-white preference rate was slightly higher.

These findings are consistent with the results of the May 1971 survey; that is, there do *not* appear to be substantial demographic variations in service preference for the Reserves or National Guard.

INDUCEMENTS TO RESERVE AFFILIATION

Each respondent in the two surveys was provided a list of possible conditions which might induce him to join the Reserves. He could select as many as he wished. The overall rate of endorsement for each condition is given in Table VI-6 for the May 1971 and November 1971 survey administrations.

Table VI-6

Conditions of Inducement for Reserve Affiliation

"What conditions of Reserve affiliation listed on this card would cause you to enlist?"

Condition	Percent Choosing Condition	
	May 71	Nov 71
Training in skills that could be used in civilian life	26	31
Opportunity for advancement in the Reserves	6	4
Educational benefits	28	31
Association with friends	7	8
Patriotic duty	12	9
Supplement income	17	17
Avoid being drafted	40	40
Other (WHAT?) "None"	15	11

In both surveys, the three most popular choices were (a) *avoid being drafted*, (b) *educational benefits*, and (c) *training in skills applicable in civilian life*. There was no appreciable shift in endorsement of these specified inducements between May 1971 and November 1971. The largest shift occurred for *skills training*, and this change amounted to only +5%.

Demographic correlates of citing certain inducements to Reserve affiliation were investigated. Results are reported in Table VI-7 for the November 1971 survey. The condition of *draft avoidance* was cited by members of all demographic subgroups. In the May 1971 survey, it was more frequently cited by college students and less by non-whites. However, in the November 1971 replication, these differences were no longer in evidence.

Table VI-7 November 1971 Data

Selected Inducements for Reserve Affiliation

	Percent Choosing Condition		
	Skills Training (Civilian appl.)	Educational Benefits	Avoid Being Drafted
Total (16-21)	31	31	40
Age			
16-17 years	36	34	43
18-19 years	30	30	41
20-21 years	27	28	34
Race			
White	31	31	40
Non-White	35	32	41
Education Status			
HS Student	35	34	42
College Student	24	31	41
Non-Student	33	28	36
City Size			
Large Metropolitan	30	29	41
Small Metropolitan	30	32	38
Non-Metropolitan	38	34	40
Geographic Area			
Northeast	30	29	38
North Central	31	30	40
South	31	33	40
West	34	34	42

Educational benefits were a positive inducement to 31% over all. Chief support came from 16-17-year-olds (34%).

Skills training applicable to civilian life was endorsed by 31% overall. Chief support for this inducement originated among 16-17-year-olds (36%), high school students (35%), and non-whites (35%).

In summary, educational benefits and skills training applicable to civilian life appear as promising recruitment themes to attract younger men to Reserve affiliation. These overall findings agree with results of the May 1971 survey. Additional research on detailed inducement options is relevant, and these results are presented next.

DETAILED INDUCEMENTS FOR ATTRACTING MEN NOT PREDISPOSED TO RESERVE/NATIONAL GUARD AFFILIATION

Given the present draft, 72% of the May 1971 survey and 79% of the November 1971 survey said they would not join the Reserves or National Guard (or did not know whether they would join). Under a *no-draft* condition, the rate was 90% in both surveys. A series of specific enlistment incentives was presented to only these men. They were asked whether they would enlist, given various inducements. Their responses are shown for the two survey administrations, first for the condition of the present draft (Table VI-8) and then for the no-draft condition (Table VI-9).

Table VI-8

Reserve or National Guard Affiliation Inducements

(Assuming Present Draft Conditions)

Enlistment Incentives	Percent Stating Preference	
	May 71	Nov 71
• A lump sum enlistment bonus of $600	12	18
• Pay at approximately 50% increase in lower grades from what it is now	17	20
• Full-time insurance coverage ($15,000 at $3 cost per month)	20	22
• Quarters allowance for dependents during initial active duty training ($60 per month for one dependent)	14	18
• Educational benefits to a maximum value of $2,000 for six years service, payable in segments of $500 after each year of satisfactory performance in a unit and successful completion of each segment of schooling	32	29
• Cancellation of up to 50% of National Defense Education Act student loan	15	12
• Shorten period of initial active duty training (from 4-6 months to 2-4 months, as an example)	27	31
• Modification of the six-year service enlistment option to permit transfer from a unit to the Individual Ready Reserve (IRR) after 3 years. (The IRR has no weekend training and only about 5% of all members are selected each year for annual active training	20	21
• NONE would cause me to enlist	53	51

Table VI-9

Reserve or National Guard Affiliation Inducements

(Assuming No Draft)

Enlistment Incentives	Percent Stating Preference	
	May 71	Nov 71
• A lump sum enlistment bonus of $600	10	14
• Pay at approximately 50% increase in lower grades from what it is now	12	16
• Full-time insurance coverage ($15,000 at $3 cost per month)	15	17
• Quarters allowance for dependents during initial active duty training ($60 per month for one dependent)	12	13
• Educational benefits to a maximum value of $2,000 for six years service, payable in segments of $500 after each year of satisfactory performance in a unit and successful completion of each segment of schooling	26	23
• Cancellation of up to 50% of National Defense Education Act student loan	13	9
• Shorten period of initial active duty training (from 4-6 months to 2-4 months, as an example)	20	22
• Modification of the six-year service enlistment option to permit transfer from a unit to the Individual Ready Reserve (IRR) after 3 years. (The IRR has no weekend training and only about 5% of all members are selected each year for annual active training	15	16
• NONE would cause me to enlist	62	64

The specified potential inducements did *not* influence the majority of non-joiners to change their mind about joining the Reserves or National Guard. Under the *present draft* condition, 53% of May 1971 non-joiners reported that they would not join, even given these inducements. The same reaction was given by 51% of November 1971 non-joiners.

Under an assumed *no-draft* condition, 62% of May 1971 non-joiners indicated that they would not join the Reserves/National Guard, given any of these inducements. The corresponding rate among November 1971 non-joiners was 64%.

Regardless of draft condition or time of survey, the most endorsed inducements were:

(1) Educational benefits,

(2) Shorter initial active duty training time.

Demographic correlates of these incentives appear in Table VI-10 for the November 1971 survey.

Table VI-10 November 1971 Data

Selected Enlistment Incentives for Men Not Originally Willing to Join the Reserves or National Guard

	Percent Choosing Incentive Under Each Condition			
	Present Draft Condition		No-Draft Condition	
	Educational Benefits	Shorter Initial Training	Educational Benefits	Shorter Initial Training
Total (16-21)	29	31	23	22
Age				
16-17 years	37	43	29	29
18-19 years	27	27	22	21
20-21 years	22	23	15	15
Race				
White	30	32	23	22
Non-White	20	21	19	22
Education Status				
HS Student	35	43	28	28
College Student	29	29	21	19
Non-Student	23	20	18	18
City Size				
Large Metropolitan	29	28	23	23
Small Metropolitan	28	32	21	20
Non-Metropolitan	32	38	24	24
Geographic Area				
Northeast	30	28	20	21
North Central	28	30	22	18
South	31	39	26	29
West	28	27	23	19

FIRST PREFERRED ENLISTMENT INCENTIVE

Each respondent in the two surveys was also asked to indicate his first preference from the previous list of potential incentives to Reserve/National Guard affiliation.

The choice previously selected on an absolute basis in both surveys, *educational benefits*, was also selected on this ranking basis. Results for the first preference ranking appear in Table VI-11 for both the May 1971 and November 1971 surveys.

Table VI-11

First Preference: Incentive to Reserve Affiliation

Incentives	Percent Choosing Incentives	
	May 71	Nov 71
• A lump sum enlistment bonus of $600	7	11
• Pay at approximately 50% increase in lower grades from what it is now	8	10
• Full-time insurance coverage ($15,000 at $3 cost per month)	5	6
• Quarters allowance for dependents during initial active duty training ($60 per month for one dependent)	3	3
• Educational benefits to a maximum value of $2,000 for six years service, payable in segments of $500 after each year of satisfactory performance in a unit and successful completion of each segment of schooling	17	24
• Cancellation of up to 50% of National Defense Education Act student loan	2	2
• Shorten period of initial active duty training (from 4-6 months to 2-4 months, as an example)	11	13
• Modification of the six-year service enlistment option to permit transfer from a unit to the Individual Ready Reserve (IRR) after 3 years. (The IRR has no weekend training and only about 5% of all members are selected each year for annual active training.)	5	5
• NONE would cause me to enlist	38	26
• No answer	4	<1
	100	100

In the May 1971 and November 1971 surveys, a 7% increase was noted in endorsement of the *educational benefits* incentive. With this exception there was no appreciable shift in incentive preferences from May 1971 to November 1971.

THE EFFECT OF INCENTIVES IN COMBINATION

In both surveys, respondents who said they would not join the Reserves, either initially or after being offered the preceding options, were then asked if they would join, given any two incentives in the list.

The offer of any two incentives did not attract additional candidates in either the May 1971 or November 1971 surveys. In the November 1971 survey, under the present draft condition, 95% said they would not join the Reserves or National Guard, even given their choice of any two of the potential incentives. Under the no-draft condition, 93% indicated that they would not join, given two incentives.

These results were consistent with the findings of the May 1971 survey. In the May 1971 survey, under the draft condition, 97% said they would not join, even given two incentives. For the no-draft condition, 96% said they would not join, given two options.

DETERRENTS TO RESERVE AFFILIATION

In both surveys, each respondent was given a list of conditions which might deter enlistment in the Reserves. He was asked to state which conditions would deter him from Reserve affiliation. Results for the May 1971 and November 1971 surveys appear in Table VI-12.

Table VI-12

Deterrents to Reserve Affiliation

"What conditions of RESERVE affiliation would deter you from enlisting?"

Deterrent	Percent Naming Deterrent	
	May 71	Nov 71
• Insufficient pay	25	28
• Employer would object to absence for annual training	9	13
• Conflict with civilian job	26	33
• Family would object to time away from home	11	14
• Weekend training requirement	16	24
• Attitude of friends toward military	4	6
• I don't want any part of the military	42	42

In both surveys, the most frequently cited deterrents were (a) *not wanting any part of the military*, (b) *conflict with a civilian job*, and (c) *insufficient pay*. Other potential deterrents were cited by small percentages of respondents. There were no major shifts between May 1971 and November 1971. Although the military pay increase was applicable to the Reserves/National Guard, there was virtually no change in the percentage regarding insufficient pay as a deterrent to affiliation with the Reserves.

Demographic correlates of endorsing the major deterrents were explored for the November 1971 survey (Table VI-13).

Rejection of the military (and hence the Reserves/National Guard) appeared most prevalent among youth 18 years or older. It was least prominent among residents of the South. But this deterrent was not cited by the prime potential Reserves/National Guard recruiting population—the 16-17-year-olds and high school students. These results are in general agreement with the findings of the May 1971 survey. However, in the November 1971 survey, the Northeast residents appeared less negative, and the non-whites appeared more negative than in the May survey.

Table VI-13 November 1971 Data

Selected Deterrents to Reserve Affiliation

	Percent Naming Deterrent		
	Went No Part of Military	Civilian Job Conflict	Insufficient Pay
Total (16-21)	42	33	28
Age			
16-17 years	33	37	32
18-19 years	44	32	27
20-21 years	52	28	24
Race			
White	42	33	28
Non-White	42	33	35
Education Status			
HS Student	33	37	33
College Student	44	36	25
Non-Student	51	25	26
City Size			
Large Metropolitan	45	31	27
Small Metropolitan	41	34	30
Non-Metropolitan	37	35	29
Geographic Area			
Northeast	46	29	28
North Central	43	32	25
South	35	36	30
West	46	34	31

Insufficient pay as a deterrent was cited more frequently by non-whites than by whites. It was also more frequently cited by 16-17-year-olds and high school students.

Civilian job conflict as a deterrent was most frequently mentioned by 16-17-year-olds and high school students. However, only 2% of high school students were employed on a full-time basis, although an additional 48% reported some part-time work.

VII. Alternative Concepts in Military Service

An evaluation was made of the reaction of youth to the concepts of an all-volunteer force and compulsory national service. For comparison, the present draft system was also assessed. American youth overwhelmingly endorsed the concept of an all-volunteer military service in both the May 1971 and November 1971 surveys.

ALTERNATIVE CONCEPTS IN MILITARY SERVICE

In each survey, each respondent was asked whether he favored one of four alternatives for maintaining the armed services. The alternatives were (a) an all-volunteer military service, (b) compulsory national service for men, (c) compulsory national service for both men and women, and (d) the present draft system. Alternatives were presented one at a time, for absolute evaluation. The choices were presented under two conditions:

- At present, and
- During peacetime.

Endorsements of each of the four alternatives, for each condition, are shown in Table VII-1 for the two surveys.

Table VII-1

Alternative Concepts in Military Service

	Percent Endorsing Concept			
	At Present		During Peacetime	
Alternatives	May 71	Nov 71	May 71	Nov 71
Compulsory national service for men and women	16	21	18	21
Compulsory national service for men only	20	22	15	18
An all-volunteer military service	72	75	82	84
Continuation of the present military service draft system	22	23	15	14

In both surveys, the all-volunteer concept was the preferred alternative. In May 1971, 72% endorsed this approach at present, while in November 1971, 75% endorsed it. Under an assumed peacetime condition, over 80% preferred the all-volunteer concept in both surveys.

There was no shift of consequence in endorsement of the four alternatives between May 1971 and November 1971. The largest change (only 5%) occurred for universal compulsory national service, under the "at present" condition.

In general, the *all-volunteer force* under present conditions was endorsed by the majority of November 1971 respondents, independent of their demographic (subgroup) membership (Table VII-2). Over 70% of all subgroups endorsed the concept, under present conditions. The great majority of respondents of the Northeast (81%) endorsed the all-volunteer concept; conversely, the *draft* received the least support in the Northeast (17%). There was little different al demographic support for the concept of a *compulsory national service for men.*

The appeal of the *all-volunteer force* to all demographic groups in the November 1971 survey was consistent with results of the May 1971 survev.

Table VII-2 November 1971 Data

Alternative Concepts in Military Service

"Much has been said and debated regarding the military draft and national service. [Here is a list of] various alternatives for maintaining the armed services. [Would you] be in favor of that alternative at the present time."

	Percent Favoring Concept		
	Compulsory National Service (Men)	All-Volunteer Military Service	Continued Present Draft System
Total (16-21)	22	75	23
Age			
16-17 years	25	73	27
18-19 years	21	76	20
20-21 years	18	76	21
Race			
White	22	74	23
Non-White	24	81	20
Education Status			
HS Student	25	74	26
College Student	17	70	24
Non-Student	23	79	19
City Size			
Large Metropolitan	23	74	24
Small Metropolitan	22	77	20
Non-Metropolitan	20	73	26
Geographic Area			
Northeast	19	81	17
North Central	21	73	25
South	26	71	28
West	20	77	20

VIII. Exposure to the Military

In both May 1971 and November 1971, American youth reported substantial exposure to the military services, either personally or as a result of advertising and public relations efforts.

Approximately half of each sample reported visiting a military installation, meeting a recruiter, or receiving recruiting literature.

High levels of direct personal contact with military personnel were also reported. The majority in both surveys reported that their father was or had been in the service, or that they had a close friend currently in military service. Approximately one-fifth indicated that they had a brother in service, now or in the past.

The recruiter and television were reported as more effective in influencing enlistment decisions in both surveys. High rates of media exposure were reported in both the May 1971 and November 1971 surveys for television, posters, and radio.

MILITARY EXPOSURE

In both surveys, each respondent was asked if he had ever visited a military installation, received recruiting literature, or been in contact with a recruiter. Results are shown in Table VIII-1.

Table VIII-1

Exposure to the Military

	Percent Reporting Exposure	
	May 71	Nov 71
Ever received mailed recruiting literature	55	56
Ever visited a military installation	49	47
Ever come in contact with a recruiter	48	45

In both surveys, the majority reported having received military recruiting literature through the mails. Approximately half of each sample reported visiting a military installation or coming into contact with a military recruiter, either at school or somewhere else.

There was no appreciable shift in these indices of military exposure between May 1971 and November 1971.

In the November 1971 survey, *age* was strongly related to exposure to the military as measured by these indices, with 16-17-year-olds reporting consistently lower exposure rates on each index (Table VIII-2).

Differences in exposure by *race* were also noted. While the May 1971 survey found that reported recruiter contact was essentially equivalent between races, more whites reported recruiter contact in the November 1971 survey. In both surveys, the rates of reported receipt of recruiting literature varied considerably, with far more mention by whites than non-whites. Also, a higher rate of reported installation visits was provided by whites than by non-whites.

Table VIII-2 November 1971 Data

Contact With the Military

(Selected Items)

	Percent Reporting Type of Contact		
	Visited a Military Installation	Ever in Contact with Recruiter	Ever Received Recruiting Literature
Total (16-21)	47	45	56
Age			
16-17 years	36	30	39
18-19 years	52	48	63
20-21 years	56	63	70
Race			
White	48	46	57
Non-White	37	37	37
Education Status			
HS Student	37	30	39
College Student	57	55	73
Non-Student	50	55	63
City Size			
Large Metropolitan	45	44	52
Small Metropolitan	49	46	56
Non-Metropolitan	45	46	62
Geographic Area			
Northeast	43	40	55
North Central	39	47	56
South	48	49	60
West	61	43	50

PERSONAL CONTACT

In both surveys, the extent of personal contact with men in the service was explored. Each respondent was asked if he had a close friend in Service, or if his father or brother(s) had ever served. Results in both the May 1971 and November 1971 surveys showed high rates of personal contact with the military (Table VIII-3).

Table VIII-3

Rates of Personal Contact With the Military

	Percent Reporting Contact			
	May 71		Nov 71	
Close friends now in Service	65		57	
Father in Service				
– Now	2	65	2	72
– In the past	63		70	
Brother(s) in the Service	19		21	

In both surveys, the majority of these youth reported either (a) a father who had served in the military, and/or (b) a close friend now in service. Almost one-fifth of each of the two samples reported a brother who served in the military.

There were minor differences between the May 1971 and November 1971 surveys in these reported rates of personal contact with the service. The mention of "close friends in service" declined, while the mention of "father in service" increased.

In the November 1971 survey, age was inversely related to having close friends in service (Table VIII-4). Among 20-21-year-olds, almost 70% reported a close friend in service. The rate for non-students was also quite high.

Race was also strongly related to having a father in the service. More whites reported that their fathers had served in the military than did non-whites. In terms of current service, there was no race difference. The latter result was not found in the May 1971 survey.

Table VIII-4 November 1971 Data

Friends or Relatives in the Service

(Friends, now; Brother(s) or Father, now or in the past)

	Percent Reporting Personal Contact				
	Close Friends	Father Now	+	Father Past	Brother(s)
Total (16-21)	57	2		70	21
Age					
16-17 years	46	2		69	19
18-19 years	61	3		70	21
20-21 years	69	1		71	24
Race					
White	58	2		71	21
Non-White	51	1		54	15
Education Status					
HS Student	46	2		72	19
College Student	62	1		69	19
Non-Student	68	3		69	25
City Size					
Large Metropolitan	56	2		68	19
Small Netropolitan	61	2		74	23
Non-Metropolitan	54	3		65	22
Geographic Area					
Northeast	53	4		68	19
North Central	58	1		70	21
South	62	2		71	21
West	54	2		70	24

ADVERTISING EXPOSURE

For both surveys, several media were evaluated in terms of any reported recruiting information exposure. Results for each medium appear in Table VIII-5 for the May 1971 and November 1971 surveys.

Table VIII-5

Exposure to Recruiting Media and Recruiters

Medium	Percent Reporting Exposure	
	May 71	Nov 71
Recruiting literature (other than mail)	20	20
Posters	58	61
Television	78	74
Radio	56	47
Magazine/Newspaper	53	56
Recruiter in person	31	31
Recruiter by telephone	7	8

In both surveys, the most frequently cited medium was TV, followed by posters and magazines/newspapers. There was a minor decrease in the rate of *radio* exposure from May 1971 to November 1971. There was no change in the level of mention of *recruiter contact.*

Demographic correlates of media exposure were explored for the major media of military recruiting information for both the May and November 1971 surveys, as shown in Tables VIII-6 and VIII-7.

For the November survey, television exposure was reported by each year group. In terms of education, TV was least cited by non-students—but the rate was still 69%. TV showed identical reported exposure by race. Radio and print (magazines/newspapers) showed racial differences in reported exposure. For radio, more whites reported exposure than did non-whites. For print, the rate for whites was also higher than for non-whites.

These findings are in general agreement with results of the May 1971 survey, as shown in Table VIII-6.

Exposure to Recruiting Information

(Major Media)

"Other than through the mail, by what other means of communication have you been exposed to Military Recruiting information?"

	Percent Reporting Exposure			
	Television	Posters	Radio	Magazine/ Newspapers
Total (16-21)	78	58	56	53
Age				
16-17 years	83	58	56	54
18-19 years	74	57	55	51
20-21 years	75	60	59	52
Race				
White	78	58	57	53
Non-White	78	58	46	48
Education Status				
HS Student	85	60	57	56
College Student	79	63	59	52
Non-Student	67	52	53	49
City Size				
Large Metropolitan	76	59	57	49
Small Metropolitan	80	56	54	53
Non-Metropolitan	78	61	57	60
Geographic Area				
Northeast	72	62	54	52
North Central	81	63	68	57
South	75	49	53	48
West	85	59	49	54

Table VIII-7 November 1971 Data

Exposure To Recruiting Information

(Major Media)

"Other than through the mail, by what other means of communication have you been exposed to Military Recruiting information?"

	Percent Reporting Exposure			
	Television	Posters	Radio	Magazine/ Newspapers
Total (16-21)	74	61	47	56
Age				
16-17 years	74	60	44	55
18-19 years	72	60	46	56
20-21 years	76	65	52	55
Race				
White	74	62	47	56
Non-White	75	52	40	46
Education Status				
HS Student	75	60	44	57
College Student	79	68	55	62
Non-Student	69	58	45	49
City Size				
Large Metropolitan	70	62	47	54
Small Metropolitan	75	60	44	56
Non-Metropolitan	79	62	53	58
Geographic Area				
Northeast	74	61	41	53
North Central	71	61	49	54
South	74	60	50	56
West	77	65	45	60

MEDIA EFFECTIVENESS

In each survey, those respondents who reported exposure to each medium of recruiting information were asked whether the information influenced their enlistment decision in any way. They were also asked whether the information adequately described the opportunities for military service. Responses are shown in Table VIII-8 for the November 1971 survey.[1]

Table VIII-8 **November 1971 Data**

Indices of Media Effectiveness

Media	Percent Exposed	Percent Reporting Effects of Exposure: Adequate Information	Percent Reporting Effects of Exposure: Enlistment Influence
Recruiting literature, other than by mail	20	60	15
Posters	61	42	6
Television	74	51	8
Radio	47	48	6
Magazine/newspaper	56	53	7
Recruiter in person	31	69	22
Recruiter by telephone	8	59	19

While TV enjoys the highest rate of reported exposure, the recruiter (in person) obtained the highest mention for information adequacy among those reporting exposure. The recruiter also was most cited as influencing the enlistment decision.

An additional analysis was performed to permit a comparison of the reported effectiveness of these selected media in influencing the enlistment decision. This analysis controls for differential exposure. In the November 1971 survey, in-person recruiter contact appeared more influential in enlistment. This finding held, even when the rate of media exposure was considered. However, in both surveys, television also emerged as effective when exposure was considered. Table VIII-9 reports projected population estimates of youth influenced in their enlistment decision by each media.

In both surveys, TV appears effective due to mass exposure as opposed to information adequacy. Conversely, the recruiter (in person) enjoys far less exposure but is

[1] For May 1971 results, see the table on page VIII-9 of the initial report in this series.

Table VIII-9

Effect of Media Exposure on Enlistment Decision

Media	Percent of Total Population Influenced in Decision	
	May 71	Nov 71
Recruiting literature, other than by mail	2.6	3.0
Posters	2.7	3.6
Television	5.9	5.9
Radio	3.1	2.6
Magazine/newspaper	3.8	4.0
Recruiter in person	5.9	6.8
Recruiter by telephone	.5	1.4

reported to be much more adequate in conveying information than TV. This pattern was observed in both the May 1971 and the November 1971 surveys.

Appendix A

SAMPLE COMPOSITION AND INTERVIEW PROCEDURES

SAMPLE DESIGN

During November and early December 1971, Gilbert Youth Research, Inc. conducted a survey of 1,960 young male civilians, age 16 to 21, located throughout the United States. The findings of the study are based on a National Probability Sample of young people in three distinct groups:

- High school students
- College students
- Youth not-in-school

Each group was defined as follows:

High School Students. The high school population is defined as all persons attending high school. For purposes of this study, these youth are assumed to be living at home with their parents.

College Students. The college population is defined as consisting of all students in institutions of higher learning - both 2-year and 4-year institutions.

Non-School Youth. The non-school population consists of all persons no longer attending school full-time who live either at home with their parents or in their own homes.

Personal interviews were conducted with samples derived from a total of 100 sampling units. These units were distributed as follows: 37 units for the high school sample; 30 units for the college sample; and 33 units for the non-school sample.

The college sample was based on the utilization of three replicates of the "Master Primary Sample of Resident College Students" as designed for Gilbert Youth Research, Inc., by Dr. J. Steven Stock of Marketmath, Inc. Each replicate consists of a national sample of colleges drawn from the male college population of the United States.[1]

The high school sample was selected from high schools and the non-school sample from locations subject to the constraint that, wherever possible, these sites be located in the same counties in which the selected colleges are located, or in adjacent counties.

[1] Each replication ("replicate") consists of a national cross-section of 12 establishments. An establishment is an institution of higher learning, e.g., a four-year or two-year college or university.

INTERVIEWING PROCEDURE

A total of 278 interviewers conducted the 1960 interviews obtained in the November 1971 survey. A breakdown of interviewers and interviewees follows:

Interviewees	Interviewers
482 non-school males	40 professional interviewers
560 college students	72 college juniors and seniors
918 high school students	166 high school seniors
1960 total interviews	278 interviewers

The professional interviewers were supervised by Gilbert Youth Research's field department. A faculty member at each school selected, trained, and supervised the student interviewers. The faculty member also checked the quality and accuracy of interviewer work and validated 20% of the interviews.

The High School Interviews were conducted either on the premises of the assigned high schools, or at the student's home. In the College Interviews, students were contacted in high traffic areas on campus. The majority of the Non-School Interviews were conducted in the respondent's home.

VALIDATION OF INTERVIEWS

Validation of the interviews was accomplished by the faculty members and Gilbert staff personally contacting randomly selected respondents. Approximately 30% of the school interviews were validated by faculty coordinators and an additional 20% were validated by Gilbert personnel. In the case of the non-school interviews, approximately 20% were validated by Gilbert personnel.

WEIGHTING

"Weights" were applied to the survey interviews to balance the sample for geographic region and age within school status to coincide with 1971 census data.

Appendix B

TOLERANCE LIMITS ON THE RESULTS

Each percentage in this report has an associated *range* for its probable true value. Thus, on each question, there is a *tolerance limit* of plus or minus X% associated with the results reported for the total sample, or for any demographic subgroup (e.g., the percent response to an item by 16-17 year olds only).

It is possible to compute the range for each reported value, given an established *confidence* desired in the estimate. A customary procedure is to require that the tolerance (or error) limit specified in each case *not* be exceeded in 95 out of 100 samples (i.e., if the survey were—hypothetically—performed on 100 different samples of the same population at the same time, the range of survey results for these samples would fall within that stated error range for 95 out of the 100 samples; only in five samples would results be outside the expected range).

Given this requirement, the following formula may be applied to determine the tolerance limit for any finding:

$$1.96\sqrt{\frac{pq}{N}} = X\%$$

Where p = percent responding "for" the item;
q = percent responding "against" the item;
N = sample size (unweighted);
X% = the tolerance limit.

As shown in this formula, tolerance limits depend on the size of the sample and on the particular percents "for" or "against." To assist the reader, this formula has been applied to several key response "splits," for each of the major demographic variables presented in the report. These variables are (a) age, (b) education, (c) race, (d) city size and (e) geographic region. The key splits are 50-50 (i.e., 50%/50%), 25%/75%, and 5%/95%. For a quick, conservative estimate, the reader may apply the stated tolerance limit value associated with the next largest split to the actual results for the relevant subgroup as presented in the report. Thus, if 40% of 16-17 year olds reply to a question in some manner, the tolerance limits on this value are approximately plus or minus 4%, using the value for the 50%/50% split as shown in the following table.[1]

[1] The actual value for a 40% response for this 16-17-year-old subgroup would be ±3.6%, using the formula shown, as opposed to ±3.7% (4%) for a 50% response as given in the table.

TOLERANCE LIMITS FOR PRESCRIBED SPLITS OF THE DATA
(in percent)

	Assumed Splits of the Data			
	50%/50%	25%/75%	5%/95%	Sample Size
Total Sample	2	2	1	1,960
Age				
16-17 years	4	3	2	735
18-19 years	4	3	1	794
20-21 years	5	4	2	431
				1,960
Education				
High School Student	3	3	1	918
College Student	4	4	2	560
Non-Student	5	4	2	482
				1,960
Race				
White	3	2	1	1,794
Non-White	8	7	3	166
				1,960
Geographic Area				
Northeast	5	4	2	411
North Central	4	4	2	579
South	4	4	2	549
West	5	4	2	421
				1,960
City Size				
Large Metropolitan	3	3	1	820
Small Metropolitan	4	3	2	759
Non-Metropolitan	5	4	2	381
				1,960

The precision of estimates of percentages varies, depending on (a) the degree of aggregation used in producing the percentage (i.e., number of cases), and (b) the degree to which the percentage differs from 50%. The *poorest* precision is generally about ±5%, at the 95% level of confidence, for a percentage of about 50% that involves no aggregation of subgroups (in some instances, precision may be poorer—up to 8%—for subgroups such as non-whites, where there are few cases). At high levels of aggregation (e.g., the entire sample), for a fairly low (or high) percent (e.g., 5% *or* 95%), precision is about ±1% to 2%, at the 95% level of confidence. The precision of percentages shown in the report, thus, can be viewed as generally ranging between ±1% to ±5%, with greatest precision for percentages departing appreciably from 50% and based on the total sample or a relatively large aggregation of subgroups.

It should be noted that error limit values prescribe *absolute limits*, not relative limits. Thus, if the reported rate for a demographic subgroup is 40%, and the tolerance limit is 5%, the reader may infer that in the *population* the "true value" lies between 35% and 45% (40% ±5%) with 95% confidence.